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23RD year

THE NEWSWEEKLY OF RADIO AND TV

The worm turns

A CONTEST FOR ADVERTISING PEOPLE ONLY!

An Opportunity Strictly for the Outcasts of the Contest Bonanzas

No longer need you feel slightly neurotic about the fine print in contest rules that always says "members of our company, advertising agency, and their families not eligible."

Omaha's most-viewed television station—KMTV—wants a 4-word slogan that pithily presents its tremendous selling power in the rich Nebraska-Iowa market.

This is a contest for the trade only—the television, radio, agency people, time buyers and advertising personnel who for years have been thinking up ingenious merchandising promotions.

There are no jingles to rhyme, no labels to mail, no coupons to clip. And no prizes like a year's supply of homogenized door knob wax. Just some practical, everyday advertising necessities:

1st Prize—A week-for-2 at Sun Valley
2nd Prize—A case of imported champagne
3rd Prize—A case of imported scotch
4th Prize—A case of bonded whiskey

HERE'S ALL YOU DO

Write a slogan of 4 words, each word to start with one of the station's call letters—K-M-T-V-, in any order. Send your slogan on company letterhead to Television Center KMTV, Dept. 3, Omaha, Nebraska. All entries become the property of KMTV. The decision of judges shall be final. In case of ties, earliest postmark and originality of presentation will determine the winner. Contest closes March 15, 1954.

TO HELP YOU WIN—A special fact presentation "The story of TV in Omaha," and a colorful "KMTV Tour Booklet" are yours for the asking. Contact your Petry man, or write to KMTV for yours, today.

GRAND PRIZE
A Week for Two at
Sun Valley IDAHO

INCLUDES:

* First class rail transportation for 2, to and from Sun Valley.
* First class accommodations for a full week for 2 at Sun Valley.
* $200 cash for meals and the use of the Sun Valley facilities.

ENJOY THESE ACTIVITIES

* Swimming
* Fishing
* Golf
* Skiing
* Horseback riding
* Skating
* Dancing and evening entertainment

TAKE THE VACATION ANYTIME IN '54

The winner of the Sun Valley vacation may schedule his trip for any week in 1954. The 2nd, 3rd, and 4th prizes will be sent immediately after judging. (for non-drinkers, or winners that reside in states where the shipment of liquor is prohibited, the cash equivalent will be awarded.)

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO

CBS TV
ABC TV
DUMONT
OMAHA
Represented by
Edward Petry Co., Inc.

WLS

personalities build LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

DONALD "RED" BLANCHARD

Having fun is a way of life with Donald "Red" Blanchard. It is a way audiences have loved since 1931, when as a lad of sixteen, Red came down from Pittsville, Wisconsin to play and sing on WLS as part of the act of Rube Tronson and his Texas Cowboys.

It was as a singer that "Red" first became famous. But his native humor and infectious gaiety, which keeps audiences chuckling, soon made and has kept him an outstanding comedian. So many organizations and speakers asked for copies of his jokes that he compiled the "Red Blanchard Joke Book" to meet the demand.

He's now heard on two shows of his own—every weekday morning and afternoon—and as a featured performer on the WLS National Barn Dance every Saturday night. In addition, 'Red' still has to play three to five personal appearance dates every week to keep his loyal WLS listeners happy.

His original and low-pressure method of cueing in the commercials on his programs also brings warm response from his audiences. This means an added dividend to the WLS advertiser!

The Blanchard personality builds Listener Loyalty . . . one of the bonus values for advertisers on WLS.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

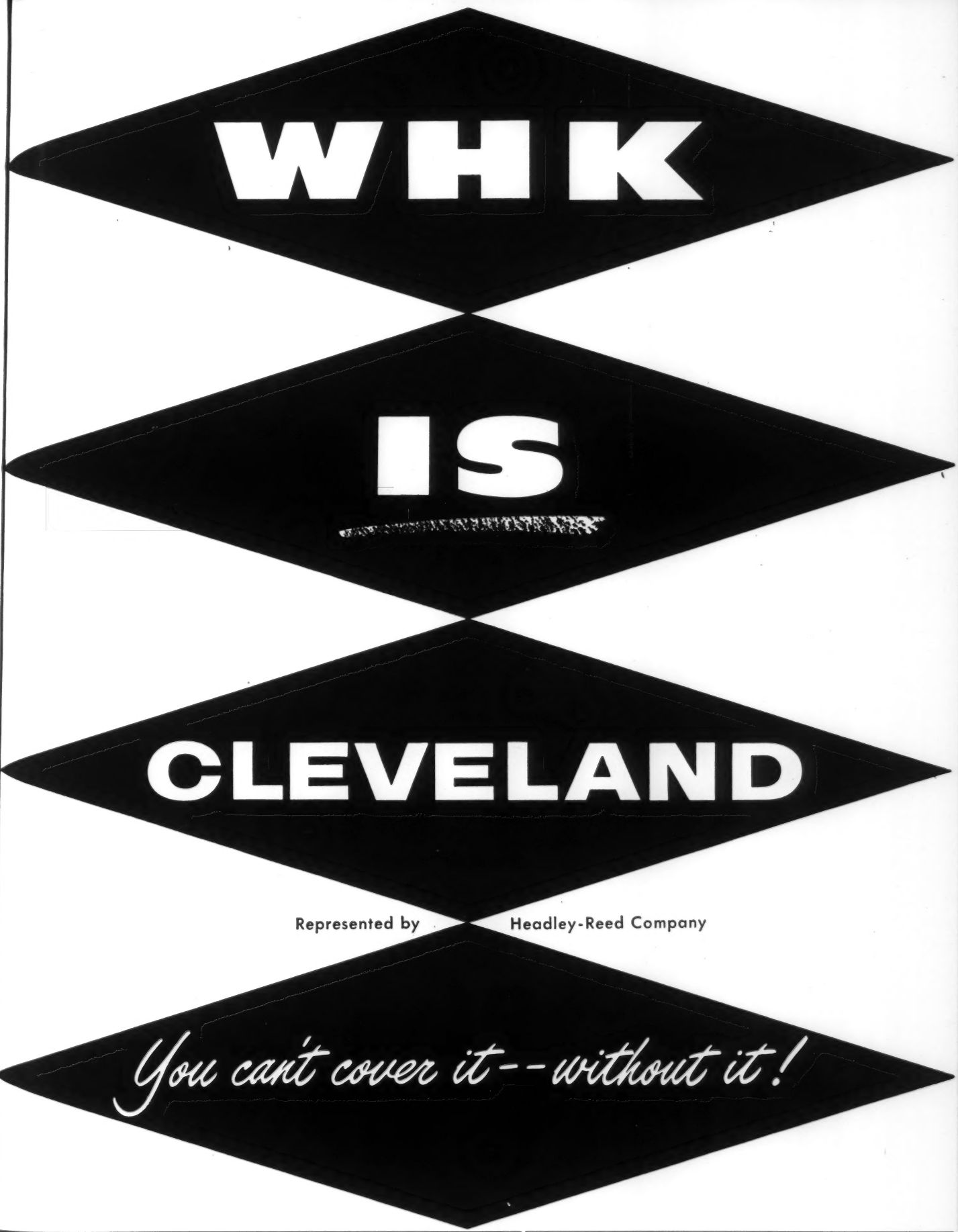
WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN



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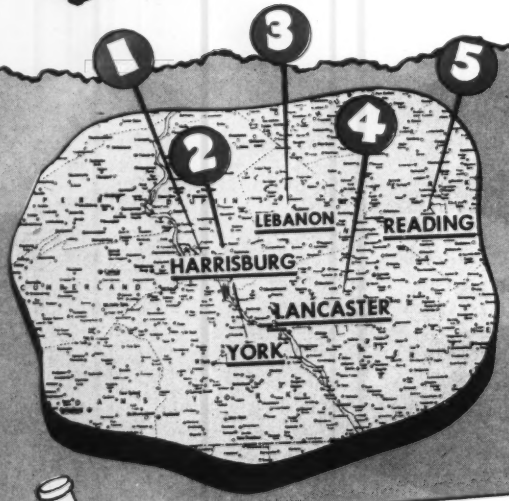
5+5=PROFIT



WGAL·TV

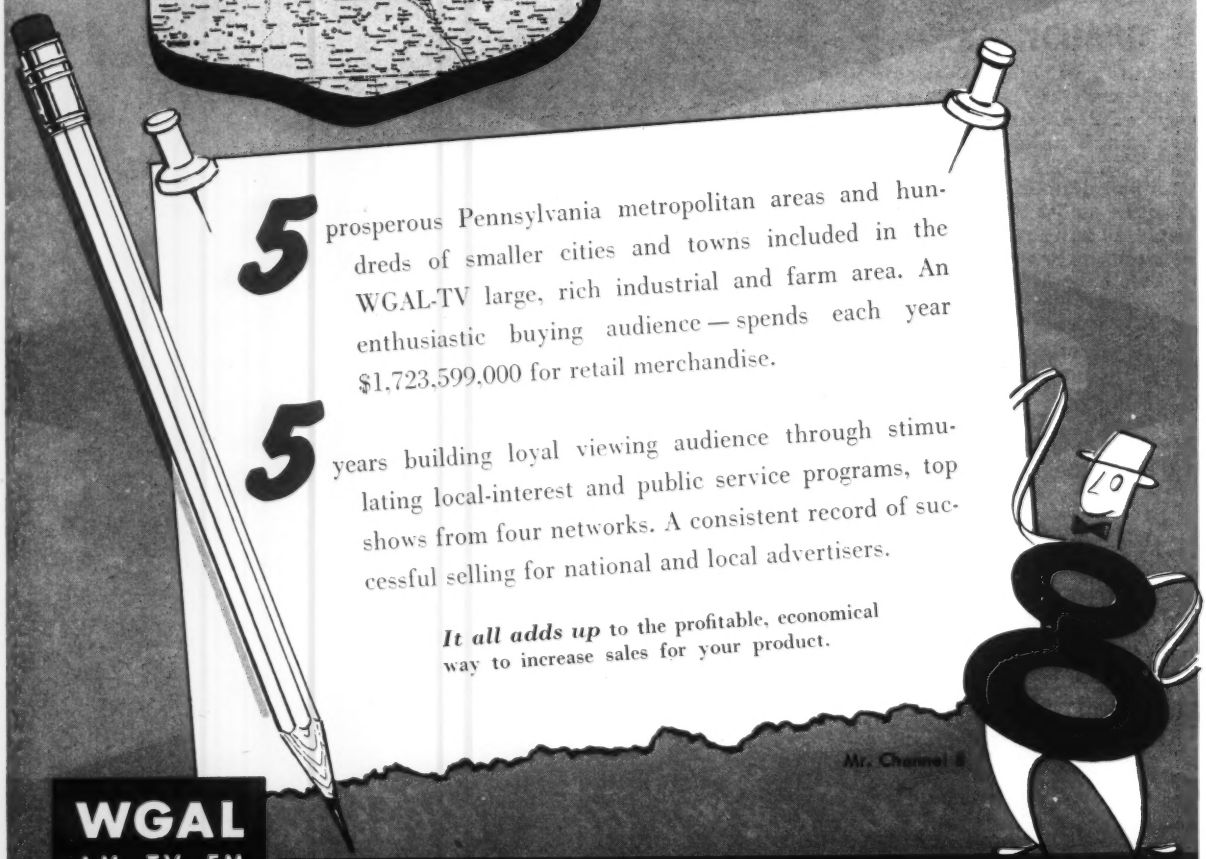
NBC • CBS • ABC • Du Mont

Lancaster, Penna.

5 prosperous Pennsylvania metropolitan areas and hundreds of smaller cities and towns included in the WGAL-TV large, rich industrial and farm area. An enthusiastic buying audience — spends each year $1,723,599,000 for retail merchandise.

5 years building loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks. A consistent record of successful selling for national and local advertisers.

It all adds up to the profitable, economical way to increase sales for your product.



WGAL
AM TV FM

Represented by **MEEKER**

New York
Chicago
Los Angeles
San Francisco

closed circuit®

LOOK for surplus of over $150,000 in FCC's tv processing budget at end of this fiscal year June 30 as Commission, as result of administrative short cuts and hearing speedup to clear tv backlog, comes up with money to return to Congress. It may be unprecedented in government annals, tribute to Chairman Rosel H. Hyde's leadership and cooperation of industry.

★ ★ ★

RATINGS versus circulation again emerges as crux of problem in basic television research as it did in radio two decades ago. NARTB Television Board last Thursday at Phoenix meeting side-stepped pilot study of television circulation pending further scrutiny, after network directors had insisted they had to have program ratings. Estimated first year cost of Cawl plan (see page 37) would be $2,500,000 for two BMB-type reports per year. Second year estimate would be one million less, with downward spiral thereafter. Networks each would be asked to contribute about $250,000 first year, with some 300 stations about $5,000 each. So board decided to take another look.

★ ★ ★

DESPITE conclusion that 1955 NARTB convention could not be held in Washington because of lack of adequate accommodations for engineering exhibits, NARTB convention committee at its meeting in Phoenix decided to stick to original plan for Washington sessions and instructed staff to follow through for April or May meeting.

★ ★ ★

REVISION of Sec. 309(c) protest provision of Communications Act to be asked of Congress today (Mon.) by FCC in legislative proposal that stay of protested grant would not be automatic and "hearing" required by Act could be paper proceeding instead of oral case.

★ ★ ★

CURRENTLY Senate Interstate & Foreign Commerce Committee plans to pop big question of multiple ownership in tv—about FCC proposal to raise limit to seven stations—when FCC comes before it for general discussion of its affairs [B•T, Jan. 18]. That meeting will not take place before Feb. 1, deadline for comments to be filed on FCC's proposal (see story, page 60).

★ ★ ★

PERSISTENT campaign at federal level to ban alcoholic beverage advertising being supplemented by efforts to get state legislatures to prohibit such advertising in print as well as on air. Crusade regarded as even more far-reaching, with anti-cigarette effort next in line. All seems part of reformer campaign to throttle advertising generally.

★ ★ ★

NEXT TESTING ground on sales tax on radio may be Arizona, where Legislature has new bill pending to assess 1% of gross against radio and television, along with newspapers, which previously had capitulated. Legislation had been resisted in both New Mexico and Hawaii, on ground that broadcasting is interstate commerce and that state levies impose illegal burden. Efforts being made at committee level in Arizona to thwart tax, but if it slips through, NARTB unquestionably will join in legal effort to repudiate tax, as it previously has done, as friend of courts.

★ ★ ★

IT'S FACT, not just rumor, that at least one network found it expedient to grant Sen. Joe McCarthy (R-Wis.) free time to answer President Truman because it felt FCC had two Commissioners favorable to Senator. From unimpeachable sources, such attitude was expressed forcibly at time by network's official. Names of official and network withheld.

★ ★ ★

SERIES of switches in works among New York agency timebuyers. Those shifting affiliations concurrently or in next few weeks include: Michael Membrado, Cunningham & Walsh, to The Katz Agency, national advertising representatives, as tv salesman; Robert Burke to succeed Mr. Membrado at C&W; Albert Sessions, Al Paul Lefton Co., to Biow Co.; Alice Ross, Kastor, Farrell, Chesley & Clifford, to Franklin Bruck Adv.

★ ★ ★

DRIVE reportedly on in earnest for Administration decision on FCC Chairmanship. Concentrated campaign underway by certain elements to convince White House that Comr. John C. Doerfer ought to have post. Chairman Rosel H. Hyde was appointed last April to FCC's top post for one year.

★ ★ ★

WHILE Mutual network and MAAC both agree Cape Cod plan of program payments in lieu of money is thoroughly dead, don't be surprised if new version of plan emerges from next MAAC meeting, likely to be held just before NARTB Chicago convention in late May. Both parties see merit in idea but agree its presentation was fumbled last autumn.

★ ★ ★

ADD NAME of Mary Jane Morris, FCC attorney, among top running for Secretaryship of FCC to succeed T. J. Slowie, resigned. Subtract name of Robert J. Dean, KOTA Rapid City, S. D., who waged unsuccessful campaign for Commissionership. Still in running for job is Col. William B. Campbell, Signal Corps, and former Press Wireless executive.

★ ★ ★

AT MOMENT Sen. Johnson (D-Colo.) and minor leagues are not having any more success with baseball majors on their resolution to restrict baseball broadcasts [B•T, Dec. 14, 1953] than they had with Sen. Johnson's bill in Senate last year. Majors thus far have shown little enthusiasm for latest Johnson-minors' proposal. Right now, resolution, whipped into shape at Atlanta by Senator and other minor league executives, is being "studied" by majors.

IN THIS ISSUE

LEAD STORY

Annual B•T estimate for BROADCASTING•TELECASTING YEARBOOK AND MARKETBOOK shows total radio net time sales in 1953 were nearly half-billion dollars—an all-time record. *Page 31.*

ADVERTISERS & AGENCIES

Chrysler buys heaviest radio-tv network schedule in its history to promote Dodge cars. *Page 33.*

FILM

Crosby Enterprises demonstrates sound tape laminated onto film. *Page 34.*

FACTS & FIGURES

General Motors tops tv network spenders in November 1953, according to PIB report. *Page 35.*

TRADE ASSOCIATIONS

NARTB boards vote association budget of near-million *(Page 37)*, toughen television code *(Page 38)*.

GOVERNMENT

Senate committee approves Lee nomination to FCC, and Senate confirmation is expected this week. *Page 50.*

Proposed FCC budget for fiscal 1955 provides $372,704 less for broadcast activities. *Page 56.*

Federal court puts Zenith back in running for ch. 2 in Chicago. *Page 56.*

Advertising industry wonders what the FBI has up its sleeve in current investigation of alleged anti-trust actions. *Page 60.*

STATIONS

Weekly summary of new tv station operations and those expected to begin in next 30 days. *Page 66.*

Nashville radio and tv stations organize to fight newspaper ban against free program logs. *Page 66.*

NETWORKS

Mutual affiliates meet without fireworks; program payment plan is not revived. *Page 74.*

MANUFACTURING

RCA demonstrates 19-inch tricolor kinescope with picture area nearly double that of 15-inch tube. *Page 76.*

PERSONNEL RELATIONS

AFM will try contract settlement locally before going into stretch in radio-tv network negotiations. *Page 79.*

FEATURES

Staging farm contests pays off for 10 midwestern stations. *Page 86.*

How radio made a little company big. *Page 88.*

FOR THE RECORD

Weekly TELESTATUS summary of all tv stations on the air and their estimates of tv sets, plus commencement target dates of all tv grantees. *Page 109.*

ever make a Guacamole

Pronounced GWOC-A-MOLLY, it's a dish known down Texas way — especially around Dallas, Houston, and San Antonio.

And just as Texans have dishes native to the Lone Star State, so, too, they talk and react a bit differently than people do, say, in Minnesota or Arkansas.

And what a difference that can make in the way you SELL to them!

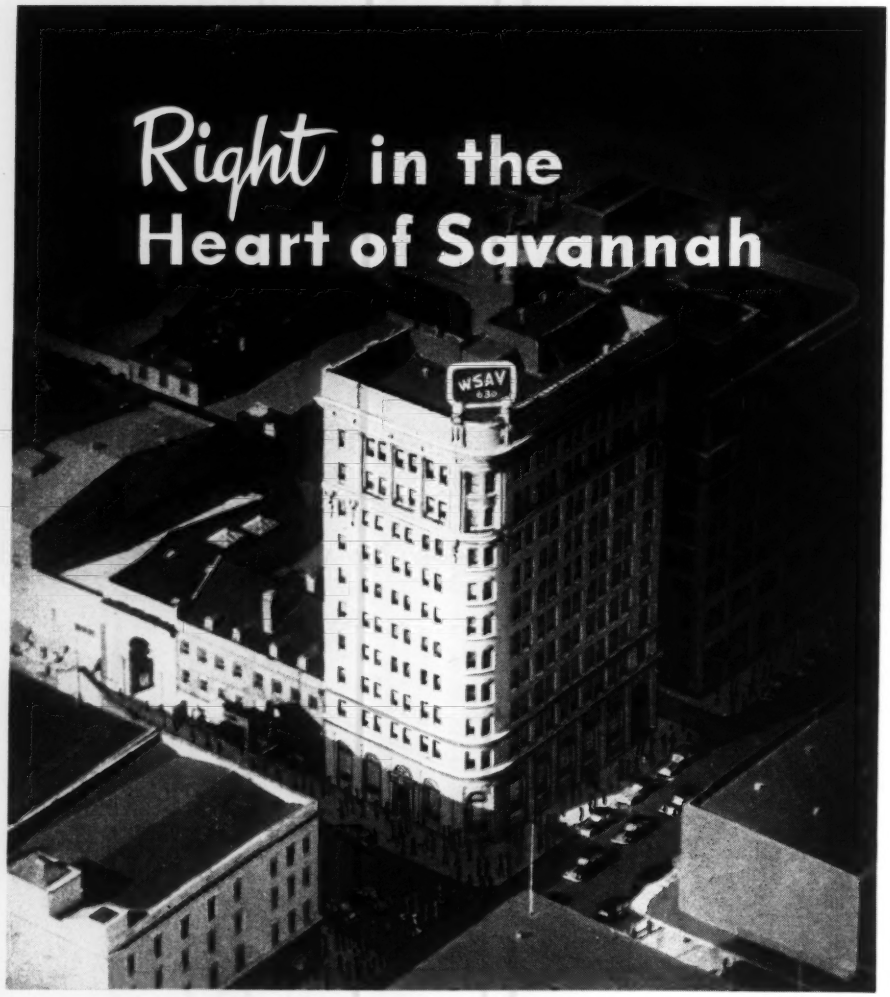
e Salad?

Successful radio advertisers know this. Most of them convey their radio sales messages with the familiar voice of a friendly, *local* radio personality.

All these leading stations have popular personalities who know *best* how to sell *your* products locally.

WSB	Atlanta	NBC
WFAA*	Dallas, Ft. Worth	NBC, ABC
KOA	Denver	NBC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis, St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

Also represented as key stations of the* **TEXAS QUALITY NETWORK



• In radio, audience loyalty doesn't just happen. It is inevitably the measure of the favored station's responsiveness to the interests, needs and cultural and civic growth of all the people within its listening area. How responsive WSAV has been is clearly indicated by these few from many instances:

• The only Savannah Station which broadcasts a regularly scheduled civic forum — "Savannah Speaks."

• The only Savannah Station which sends its remote crews out into the areas to bring its listeners all important events in the outlying towns and counties.

The Station that Serves Best, Sells Best!

• The only Savannah Station which broadcasts a daily farm program direct from the Agricultural Agent's Office and featuring farm news and information gathered on the local and regional levels.

• The only Savannah Station which schedules six remote broadcasts daily direct from the United States Weather Bureau at Travis Field in Savannah.

• The only Savannah Station which broadcasts regularly scheduled local news (twice daily), and news on the local level from the towns and counties in the surrounding area, through its program, "County Edition."

It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time

CBS AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

Storer Challenges FCC Power to Limit Ownership

POWER of FCC to limit number of broadcast stations under same ownership was challenged Friday when Storer Broadcasting Co. filed petition for review in U. S. Court of Appeals in Washington. This is first court appeal from Commission's new multiple ownership rules which limit single am and fm ownership to seven stations, tv to five [B•T, Nov. 30, 1953].

Storer, which now owns limit in am and tv, asked court to declare FCC without legal authority to specify number of owned stations allowable to same entity. It also questioned right of Commission to hold that control of licensee extends down to 1% stockholder. Storer said 20% of its stock is publicly owned by 1,200 stockholders and it could not control other radio or tv investments of these stockholders.

Numerical limitation presumes additional ownership is violation of anti-trust laws, Storer said. This is not so, it claimed.

Petition also alluded to Miami vhf ch. 7 application submitted by Storer, but dismissed by FCC as contrary to multiple ownership rule [B•T, Nov. 30, 1953].

A Storer spokesman said that Friday's action has no relationship to its recent purchase of Empire Coil Co. and that company's tv stations WXEL (TV) Cleveland and KPTV (TV) Portland, Ore. [B•T, Jan. 11].

Until the courts finally determine the question of FCC's authority to limit ownership, the spokesman said, Storer will comply with rules in every particular.

8 Commercials on NBC-TV Hour-Long 'Home' Show

EIGHT one-minute commercials will be offered on NBC-TV's ambitious new hour-long *Home* show at approximately $5,450 each, according to plans being announced today (Mon.) by NBC President Sylvester L. (Pat) Weaver Jr., who said series will be seen Monday through Friday at 11 a.m. to noon EST in East and Midwest starting March 1, and eventually will expand to West Coast. Estimated cost per participation compares with $4,280 cost per participation on NBC-TV's *Today* show when full network is used. In addition to eight participations per hour, *Home* will have maximum of six 20-second product news mentions.

In line with earlier reports of sales plan for *Home*, described as "a television service magazine" which will be produced from a $200,000 permanent set "unlike anything ever before used in television," any advertiser signing before March 1 for 52 commercials will be entitled to one "merchandising day" on which he will have all commercial time, and also will be exclusive advertiser in his category in *Home* series.

Coincident with launching of *Home*—which Mr. Weaver said will include color inserts on regular basis—new morning lineup will go into effect on NBC-TV, as follows: 10 a.m. EST, *Ding Dong School;* 10:30 a.m. *One Man's Family;* 10:45 a.m. *Three Steps to Heaven;* 11-12 noon, *Home;* noon, *Bride and Groom;* 12:15, *Hawkins Falls;* 12:30 p.m., *Breakfast in Hollywood.*

U. S. LEADS IN TV SETS

UNITED STATES leads world in tv circulation, with one set for every 7.15 inhabitants, according to United Nations survey. UN found tv's "profound impact" spreading even into world's backward areas with 52 nations having regular or experimental service, or preparing to start it. Britain is second among nations with one set to every 24 persons and Cuba third with one set to every 55. France, described as first nation to start electronic tv broadcasts in 1935, had one set for every 704 persons. Soviet Union started in 1938 but now has only one set for each 2,400 persons.

District Meeting Schedule Revised by NARTB Board

THREE-A-WEEK district meeting schedule tried in 1953 by NARTB was abandoned as result of action taken by Radio Board Friday at Phoenix, Ariz., meeting (see board story page 37). Proposed two-a-week schedule approved Friday opens Sept. 9 in District 1 (New England), moves down Atlantic Coast and up Mississippi Valley into Plains States, out to West Coast, winds up in Texas Nov. 9.

Dates of meetings follow (sites not yet selected): District 1 (New England), Sept. 9-10; 2 (N. Y., N. J.), Sept. 13-14; 3 (Del., Md., Pa., W. Va.), Sept. 16-17; 4 (N. C., S.C., Va., D. C.), Sept. 20-21; 5 (Ala., Fla., Ga., P. R.), Sept. 23-24; 6 (Ark., La., Miss., Tenn.), Sept. 27-28; 7 (Ky., Ohio), Sept. 30-Oct. 1; 8 (Ind., Mich.), Oct. 4-5; 9 (Ill., Wis.), Oct. 7-8; 11 (Minn., N. D., S. D.), Oct. 11-12; 10 (Ia., Mo., Neb.), Oct. 14-15; 17 (Alaska, Oro., Wash.), Oct. 18-19; 15 (No. Calif., T. H., Nev.), Oct. 21-22; 16 (Ariz., So. Calif., Nev.), Oct. 25-26; 14 (Colo., Idaho, Mont., N. M., Utah, S. D., Wyo.), Oct. 28-29; 12 (Kan., Okla.), Nov. 4-5; 13 (Tex.), Nov. 8-9.

Radio Code Amendments

NARTB Radio Board at concluding session in Phoenix Friday adopted two amendments to heretofore moribund Radio Code, dealing with "white coat medical copy and bait-and-switch" advertising, taking both almost bodily from NARTB Tv Code. Board also adopted resolution supporting FCC's proposed rule-making for multiplexing of specialized services on fm channels.

Action on Radio Code (see story, page 37) marked first time NARTB Board actually had given approval to documents covering radio standards of practice. Radio Board also approved appointment of network members to membership committee.

Spots Supplement Dodge Plans

THIS year's advertising plans of Dodge Div. of Chrysler Corp., Detroit, include three current network shows and supplementary radio-tv spot schedule in addition to other media, officials said Friday. They appeared on special closed circuit tv program beamed via ABC-TV facilities to 15,000 dealers in 30 major cities Friday evening (see early story page 33).

• BUSINESS BRIEFLY

SEVENTEEN USES RADIO • *Seventeen* magazine planning radio announcements for first time since 1948 effective first week of each month running from week to 10 days. At first, magazine will use two stations in each market with approximately 95 markets on distribution list. Markets will be added each month as distribution increases. Al Paul Lefton, N. Y., is agency.

DERBY APPOINTS • Derby Foods Inc., Chicago (Peter Pan peanut butter, canned meats), appoints McCann-Erickson, same city, to handle advertising. Radio and tv probably will be used.

CADILLAC SPOTS • Cadillac Motor Car Div., Detroit, through MacManus, John & Adams, Bloomfield Hills, Mich., and New York, using radio spot announcement campaign in more than 300 markets during February.

RICHARDS FOR PEN CO. • Waterman Pen Co., Seymour, Conn., names Fletcher D. Richards Inc., N. Y., to handle all domestic advertising, effective immediately.

SPRING CAMPAIGN FOR COTY • Coty Cosmetics, through Franklin Bruck Adv., N. Y., understood considering radio-tv spot announcement campaign for spring. Details of schedule still under consideration, but probably will be worked out about middle of February.

FELS NAPTHA SPOTS • Fels & Co. (Fels Naptha), Philadelphia, through Towne Adv., Philadelphia, placing radio spot announcement campaign to begin in March in several midwest markets and run for 13 weeks.

WHITEHALL TEST • Whitehall Pharmacal Co. (Benefax), N. Y., through Harry B. Cohen, N. Y., preparing radio test spot announcement campaign in few selected markets, effective Feb. 1.

BUFFERIN ANNOUNCEMENT • Bristol-Myers (Bufferin), N. Y., placing radio spot announcement campaign for three weeks in eight cities, effective this week. Agency: Young & Rubicam, N. Y.

Minnesota Mining Buys Vacant Godfrey Segment

MINNESOTA Mining & Mfg. Co. (Scotch brand masking tape), Mpls,. through BBDO, Mpls., effective Feb. 22 will sponsor first quarter-hour (10-10:15 a.m.) of Monday and Wednesday simulcast of Arthur Godfrey on CBS-TV and CBS Radio, and on alternate Fridays on CBS Radio. Other advertisers currently sponsoring quarter-hour segment of 90 minute show will rearrange their segments. Thus show will be fully-sponsored again despite the Chesterfield withdrawal [B•T, Jan. 11]. Knomark Mfg., now in the 10-10:15 a.m. segment, will take over time previously sponsored by Chesterfield when Bristol-Myers contract is completed in four weeks.

Effective February 1, 1954, San Antonio's

KEYL-TV 5

and

KABC-680 kc.

become

A STORER STATION

San Antonio's

kqbs-tv5

CBS • ABC • DUMONT

National Representatives . . . . . Katz Agency

San Antonio's

kqbs-680 kc.

CBS (Effective March 1st.) and TSN

National Representatives . . . . . John Blair and Company

Tom Harker, National Sales Director . . . . 118 East 57th, New York

at deadline

Examiner Approves Buffalo Amendment; Other Actions

PETITION of Niagara Frontier Amusement Corp. to amend application to show studio lease agreement with uhf ch. 17 WBUF-TV Buffalo was approved by Examiner Harold L. Schilz, presiding officer in Buffalo vhf ch. 2 hearing, FCC reported Friday. In economy move, WBUF-TV would take over second floor of its studio plant for 18 months, could be moved out earlier if Niagara Frontier obtained studio facilities of defunct uhf ch. 59 WBES-TV for use by WBUF-TV.

Niagara Frontier would pay WBUF-TV monthly rent of $7,500 for studios (no equipment), could buy at end of 1959 for $600,000 or 1968 for $400,000. Lease becomes effective 45 days after final ch. 2 grant, runs to end of 1968.

FCC Friday also turned down Niagara Frontier petition asking deletion from ch. 2 hearing issue dealing with good faith of dismissed competitive application by Enterprise Transmission Inc. (early story page 62).

Two More CPs Returned

TWO more post-thaw tv permittees surrendered their authorizations to FCC Friday, bringing week's total to five (story page 54). Returning CPs Friday: WMRI-TV Marion Ind., uhf ch. 29, and KMON-TV Great Falls, Mont., vhf ch. 3.

WLAN Petitions FCC

WLAN Lancaster, Pa., asked FCC Friday to forego oral argument Tuesday on exceptions to initial decision favoring grant of vhf ch. 8 there to WGAL-TV. Examiner proposed to deny WLAN bid [B•T, Nov. 16, 1953].

Jones Seeks New Am

MYRON JONES, chief owner WJET Erie, Pa., seeks new am station at Salem, Ohio, on 1470 kc, facility dropped by former WLIO East Liverpool, Ohio.

UHF Group Complains About Distant Transmitters

CALL for FCC to restrict tv transmitter locations to "vicinity of community to which frequency is allocated" was made Friday by Ultra High Frequency Television Assn. in letter to FCC. UHFTA claimed changes being accomplished by move of vhf transmitters negate allocation principles and presage "disastrous consequences" for uhf operators. Association referred to request of vhf ch. 7 WORD-TV Spartanburg, S. C., to FCC for permission to begin interim operation from Paris Mt., outside of Greensville, S. C. This, UHFTA claimed, will make WORD-TV a regional station, reacting against uhf stations in Spartanburg, Greenville, and Anderson, S. C., in their network affiliations and in securing national, regional and local sponsors. In addition to WORD-TV, Spartanburg has WSCV (TV) on uhf ch. 17, also a grantee. Greenville has two stations on air: WFBC-TV on vhf ch. 4, with NBC affiliation, and WGVL (TV) on uhf ch. 23, with other networks. Anderson has WAIM-TV operating on uhf ch. 40, with CBS affiliation.

Across-Board Colorcast

NBC-TV said Friday its *Howdy Doody Show* would be telecast in color for five straight days, Feb. 1-5, becoming first to be colorcast on across-the-board basis.

NBC TO EXPAND NEWS

PLANS for expansion of NBC news coverage of four major European capitals to be discussed in series of Berlin conferences with network's correspondents in London, Paris, Rome, and Bonn, NBC announced Friday. William R. McAndrew, manager of NBC News and Special Events Department, and staff editors will participate in conferences via special shortwave circuit to be set up between New York and Berlin this week.

New RCA Uhf Transmitter

RCA has announced production of new high powered uhf transmitter (TTU-12A) with output of 12.5 kw at low end of uhf band and of 10.25 kw at ch. 83. Output of 14 kw possible in some instances, RCA said. New 12 kw uhf transmitter supersedes 10 kw uhf transmitter previously announced and will be delivered to all customers who ordered 10 kw. Delivery scheduled for May-June; price is estimated at $150,000 for whole transmitter, $100,000 for amplifier alone.

NBC Signs KUAM

SIGNING of affiliation agreement with KUAM, said to be only privately-owned commercial station on Guam, announced Friday by NBC. Station is on 610 kc with 1 kw and is managed by its owner, Harry Engle. It serves more than 70,000 civilians and approximately 15,000 U. S. military personnel on Guam and also is heard on Saipan and Tinian, according to NBC, which said only other broadcasting service in that area is Armed Forces Network.

Vitapix 'Wrestling' Marketed

NEW VITAPIX *Championship Wrestling from Hollywood*, series of 39 wrestling films specially staged and shot for television, now being offered for sale by Vitapix Corp., President Mullen announced Friday. Films are edited for hour and half-hour presentation, and feature top names of wrestling world.

Doerfer, Bartley Speak

OUT TO grass roots to tell story of FCC progress and problems this week will be Comr. John C. Doerfer, who speaks tonight (Monday) before Executive Club of Milwaukee, and Comr. Robert T. Bartley, before South Carolina Broadcasters, Clemson, and Henry Grady School of Journalism, U. of Georgia.

UPCOMING

Jan. 25: Utah Broadcasters Assn., Salt Lake City.

Jan. 28-29: NBC-TV Affiliates Executive Committee meets with network officials, New York.

Jan. 28-29: ABC-AM-TV Affiliates meeting, Beverly Hills Hotel, Los Angeles.

Jan. 28-30: South Carolina Assn. of Radio-Tv Broadcasters, Clemson House, Clemson.

For other Upcomings see page 102.

PEOPLE

GEORGE DIETRICH, eastern sales manager, NBC Spot Sales, appointed national radio manager, succeeding William N. Davidson, now assistant general manager, NBC's o&o WTAM and WNBK (TV) Cleveland (see story page 69).

JAMES S. FISH, merchandising manager, General Mills Home Appliance Dept., appointed assistant advertising director, reporting to S. C. Gale, vice president-advertising director.

ROBERT M. PRENTICE, of Doherty, Clifford, Steers & Shenfield, N. Y., to Compton Adv., N. Y., as account executive on a Procter & Gamble product.

SHERMAN K. ELLIS, Benton & Bowles, N. Y., has resigned as vice president, director and plans board member. Future plans indefinite.

BARBARA DEMOTT, Foote, Cone & Belding, N. Y., in charge of publicity and promotion for General Foods' *Renfro Valley*, and before that with Kenyon & Eckhardt, to Dooley Adv., Louisville, as account executive and supervisor of agency's public relations activities.

ELIAS B. (BUD) BAKER to Cunningham & Walsh, N. Y., as account executive with Colgate-Palmolive Co. group.

HARRY WOODWORTH, account executive with ABC Radio Sales Department since 1948, to ABC-TV Sales as account executive.

TOM RYAN and **BOB BURBIDGE,** district sales managers, radio and television division of Sylvania Electric Products Inc., promoted to regional sales managers for Midwest and West Coast, respectively. Mr. Ryan has been sales manager for Chicago district; Mr. Burbidge, for Pittsburgh district.

JOHN McPARTLIN, former sales manager, WNBQ (TV) Chicago, to Motion Pictures for Television, effective Feb. 1.

CBS-Hytron Promotions

APPOINTMENT of Michael P. Callahan as vice president in charge of manufacturing for all CBS-Hytron plants headed list of promotions for seven company executives announced Friday by Charles F. Stronmeyer, executive vice president of CBS-Hytron, Danvers, Mass.

Other advancements were those of Edgar K. Wimpy to director of general engineering; Dr. Russell R. Law, director of research and development; Clifford Hughes, plant manager of the Newburyport (Mass.) receiving tube plant; Elwood W. Schafer, manager of color planning; J. Farley, director of quality control, and David A. Sokolov, supervisor of development of receiving tubes.

Streibert Speaks at Seattle

VOICE OF AMERICA devotes three-fourths of its total effort to reach people behind Iron Curtain, Theodore C. Streibert, director, U. S. Information Agency, said in talk to be delivered Saturday to Junior Chamber of Commerce national convention in Seattle. Radio is only means of getting across facts to peoples in Soviet areas and helps in USIA objective of persuading other peoples to side of freedom, he noted.

AP Membership Up

ASSOCIATED PRESS radio membership totaled 1,264 at end of 1953, an increase of 79 during year, Robert McLean, AP president, reported Friday at close of mid-winter board meeting. AP obtained eight new newspaper members last year, bringing total to 1,733.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

★ ★ ★

AVAILABLE

JANUARY 24th

"BOSTON BLACKIE"

SUNDAY
THRU
THURSDAY

10:00-10:30 p.m.

★

PARTICIPATING AVAILABILITIES LOW

CLASS "B" RATE

★

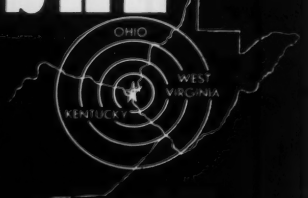
NATIONAL REPRESENTATIVES
THE KATZ AGENCY

★

CONTACT
C. TOM GARTEN

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

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CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Anne Fliedner, Doris J. Frazier, Joel H. Johnston, Loel Millar.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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Now See 10 This!

WJAR-TV
PROVIDENCE

I'm the live bird in the hand that's worth two in the bush—televising seventeen local live shows a day. Ask the alert advertisers why they buy more time on more of my top rated local live shows than on any other station in New England!

In our over-all viewing area 88 out of 100 families own television sets.

WJAR-TV
CHANNEL 10
Providence • Rhode Island
FIRST IN SIGHT
In Southern New England

National Sales Representatives:
WEED TELEVISION

WHAM Sells Farm Safety—Wins Council Award

CHICAGO—George Haefner, WHAM Radio Farm Director, receives Public Interest Award plaque from Paul Jones of the National Safety Council at the annual convention of the National Association of Radio Farm Directors.

Farm life should be lived—not cut short. WHAM Radio has set out to sell farm safety to its area. In recognition of its work the National Safety Council cited WHAM for its first Public Interest Award. WHAM Radio was selected on the basis of its unusual safety booth at the Palmyra Fair, its twelve special farm safety programs and its monthly campaign theme on some aspect of safety which involved the use of 520 spot announcements during 1953.

Farm radio's morning and noontime voice of authority, WHAM's George Haefner, has become the personification of the National Safety Council theme.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery, Co.: Nat'l Rep.

MOTORAMA

Network: CBS-TV
Time: Wed. (1/20/54), 10:00-10:45 p.m. EST
Sponsor: General Motors Corp.
Agency: Kudner Agency, N. Y.
Producer: Larry Puck
Tv Director: Bob Bleyer
Orchestra: Jerry Bresler
Cast: Arthur Godfrey, McGuire Sisters, Haleloki, The Mariners, Lou Ann Simms and Marian Marlow
Guests: Head Executives of General Motors

A FORTY-FIVE minute commercial, dressed up in a highly transparent program disguise, was telecast last Wednesday night when General Motors Corp. bought up some time on CBS-TV to show the nation its 1954 line of new automobiles.

Motorama, the title of GM's one-time show, was narrated by Arthur Godfrey. He brought his "friends" too. With the exception of the McGuire Sisters, who sang one number, the others were along only to test the cushions in the front seat of the new Pontiac and add a decorative note to the general proceedings.

Supplementing the Godfrey entourage were GM's top brass delegates, each of whom had something to say about the various new models on display for the annual showing held in

ARTHUR GODFREY

From tea bags to Cadillacs

New York City's Waldorf-Astoria. The only person whose presence might have been in question was the director. If he were around it's a relatively safe assumption that he was too busy placing an order to tend to the business of getting a smooth show on the air. *Motorama* was a slip-shod, disorganized telecast which indicated very little planning on the part of those in charge of its production.

A commanding orchestral fanfare which introduced the show was followed by seconds of a muffled whispering, presumably Mr. Godfrey's, inquiring about his cue. When the camera finally picked him up he was seated with Harlow H. Curtice, president of GM, in a little scooter which was to carry both of them on a tour of the premises.

After a few general comments from Mr. Curtice, he and Mr. Godfrey visited several show areas and examined cars of the future which GM is about to give Americans today. This automotive phenomenon really put Mr. Godfrey's vocabulary to the test. Everything —every single thing—was beautiful, wonderful and fascinating, in that order.

Production shortcomings were painfully obvious when the tour finished in one spot and moved on to another. Cameras and mikes just couldn't seem to get together.

The market for a telecast such as *Motorama* is a sizable one. Americans love their automobiles. But the trick of doing this type show well is one that remains to be learned. In a lengthy telecast the minute-commercial-announcement technique defeats its own purpose through the monotony of repetition. What *Motorama* needed was more editorial planning and less advertising pitch. It needed continuity, at least an outline of points that would be stressed in relation to the product, more showmanship and a production pattern that was flexible but at the same time able to be controlled. Well, maybe next year.

* * *

ROBERT Q. LEWIS SHOW

Network: CBS-TV (Sustaining)
Time: Mon.-Fri., 4:30-5 p.m. EST
Star: Robert Q. Lewis
In Cast: Jan Arden, Earl Wrightson, Jaye P. Morgan, Lois Hunt, Don Liberto, and The Chordettes (Wed. only).
Music: Ray Bloch and his orchestra
Producer: Rai Purdy
Director: Frank Satenstein

EVEN so ingratiating a performer as Robert Q. Lewis cannot overcome material that is banal and slapstick. In an attempt to provide late-afternoon entertainment that is seemingly carefree, spontaneous and mirth-provoking, the *Robert Q. Lewis Show* on Jan. 18 impressed this reviewer with none of these attributes.

It was a ragged performance. The lines were dull. The antics of Mr. Lewis and his supporting cast, particularly in a stanza in which a male chorus line was featured, were poor slapstick. And Mr. Lewis' efforts to simulate lack of preparation and to stress spontaneity appeared forced.

Though comparisons can be odious, it struck this reviewer that CBS-TV was trying to copycat a format and a mood created on the successful late evening *Steve Allen Show* on NBC-TV's WNBT (TV) New York. Mr. Lewis and Mr. Allen slightly resemble each other physically, but their approach to performance is different. Mr. Allen is a skilled technician of the relaxed, casual school of showmanship. In his own right, Mr. Lewis is a highly competent m.c., particularly when he indulges in give-and-take with other people, as witness his success on various quiz panel shows.

It may be suggested that Mr. Lewis, instead of relying more heavily on solo chatter, make use of his young and talented cast to bring out the gift of repartee for which he is justly known. Among those who could serve as foils for Mr. Lewis are singers Jan Arden and Earl Wrightson, songstresses Jaye P. Morgan and Lois Hunt, and dancer-choreographer Don Liberto. In their limited appearance on the program, they impressed as highly satisfactory performers.

Mr. Lewis is too competent a personality to be weighted down by mediocre scripts and an ill-fitting approach.

* * *

BOOKS

DIRECTORY OF NON-ROYALTY FILMS FOR TELEVISION, compiled by T. M. Williams. Iowa State College Press, Press Bldg., Ames, Iowa. 108 pp. $6.

NEARLY 3,000 non-royalty films available to television stations have been compiled at WOI-TV Ames, Iowa State College station. The directory is described as the "first complete assembly of its kind" listing titles, subjects, sources, tv clearance status, exact running times and special information on the films.

WKY Radio

thoroughly saturates one important southwestern market. It is powered and programmed exclusively for Oklahoma--you need not buy waste circulation.

The 58 Oklahoma counties in WKY's Daytime Nielsen Coverage Area contain

73% OF OKLAHOMA'S RETAIL SALES
71% OF OKLAHOMA'S FOOD STORE SALES
74% OF OKLAHOMA'S DRUG STORE SALES
74% OF OKLAHOMA'S AUTOMOTIVE SALES
88% OF OKLAHOMA'S GROSS FARM INCOME

(Source: 1952 NCS Report and 1953 Sales Management Survey of Buying Power.)

Remember, when planning an advertising schedule for *Oklahoma* that WKY, the third oldest radio station in the nation, serves more *Oklahoma* homes and covers more *Oklahoma* buying power from *Oklahoma's* largest city . . . than any other station!

WKY Radio Oklahoma City, Okla.

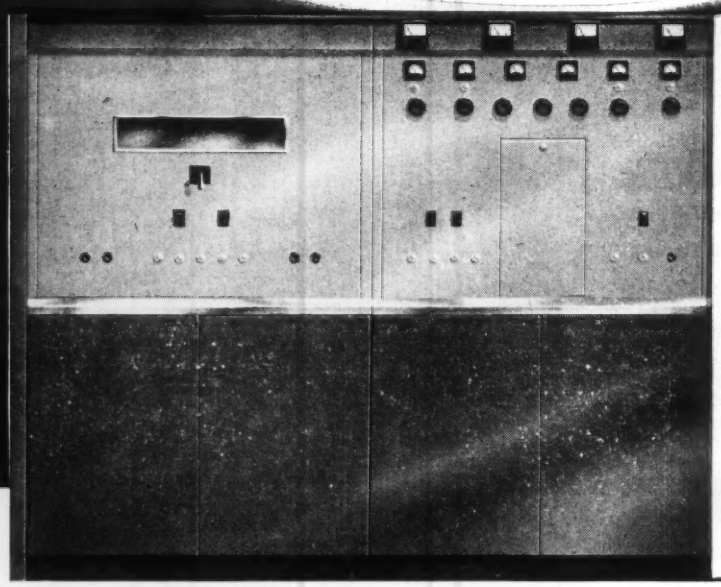
930 KC 5000 W NBC

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

31 STATIONS STEP-UP WITH G.E.

Reading, Pa.	WHUM	Louisville, Kentucky	WKLO	Oklahoma City, Okla.	KLPR
Springfield, Mass.	WWLP	Reading, Pa.	WEEU	Oklahoma City, Okla.	KTVQ
Holyoke, Mass.	WHYN	Dayton, Ohio	WIFE	Festus, Mo.	KACY
Mobile, Ala.	WKAB	Meridian, Miss.	WCOC	Tulare, Cal.	KCOK
Los Angeles, Cal.	KBIC	Milwaukee, Wis.	WCAN	Jacksonville, Fla.	WJHP
Scranton, Pa.	WGBI	Belleville, Ill.	WTVI	Stockton, Calif.	KTVU
Peoria, Ill.	WEEK	Tyler, Texas	KETX	St. Louis, Mo.	KSTM
Pittsburgh, Pa.	WENS	Albany, N. Y.	WROW	N. Adams, Mass.	WMGT
Hampton, Va.	WVEC	Ft. Wayne, Ind.	WKJG	Schenectady, N. Y.	WTRI
Wilkes-Barre, Pa.	WILK	Fresno, Cal.	KBID	Fresno, Calif.	KJEO
		Michigan State College, East Lansing, Mich.	WKAR		

FROM COAST-TO-COAST...IT'S G.E. ALL THE WAY IN UHF-TV!



G-E'S 12 KW AMPLIFIER COMBINES WITH YOUR PRESENT 1 KW UHF-TV TRANSMITTER *REGARDLESS OF MAKE!*

General Electric's UHF leadership puts you on the sure road to higher TV power!

G-E UHF TRANSMITTERS. 1 KW and 12 KW units for initial high power telecasting equipment plus a 12 KW amplifier for expanding existing facilities.

15 KW KLYSTRON TUBES. Developed for General Electric by Varian Associates. Provides exactly the power you need for strong field intensity—excellent home receiver signals.

DIRECTIONALIZED G-E HELICAL ANTENNAS boost radiated power to deliver coverage exactly where your market is.

PROVED-IN-OPERATION BY MORE THAN 22 MAJOR TV OUTLETS NOW ON THE AIR. Go down the list of important high power television broadcasters throughout the country using G-E equipment. Measure its value to you by their success!

for high power!

12 KW UHF-TV AMPLIFIER

If 31 top UHF-TV broadcasters can do it—you can too! Why not join the list of coast-to-coast stations now offering their markets high power? If your present transmitter provides only minimum output, then it may not put a strong station signal into your complete market area. That automatically cuts coverage *plus* important advertising revenue.

Few, if any, broadcasters who need high power for UHF telecasting can afford to wait much longer. Promises of future equipment development do not solve their immediate problem. *Only G.E. offers the right solution.* Only G.E. offers broadcasters a 12 KW amplifier that can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers. General Electric *alone* offers this service to UHF stations already on-the-air! G.E. *alone* can deliver 12 KW transmitting equipment for new TV outlets today!

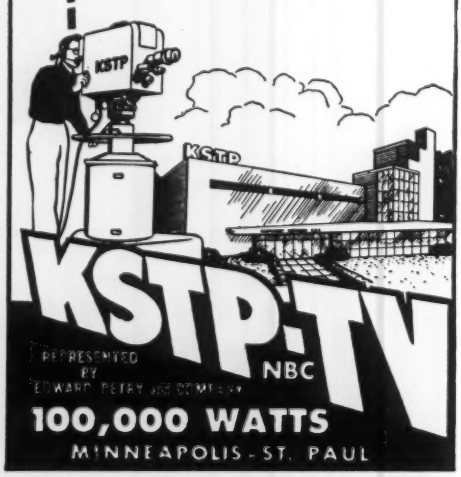
Get *complete details* on how to accomplish this 12 KW Amplifier installation from your local G-E Representatives. Act quickly! *General Electric Company, Section X2103-19, Electronics Park, Syracuse, New York.*

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

IN THE
Upper Midwest...

KSTP and KSTP-TV have the greatest and finest facilities of any Radio and Television station in the nation at its expanded Television City site where the Twin Cities meet.



Special Commendation

EDITOR:

I have finally caught up with your very interesting article in the Dec. 28 BROADCASTING • TELECASTING concerning comparative agency billing for radio and tv in 1952 and 1953.

I felt that this was an outstanding piece of work and worthy of some very special commendation and am writing you to express my admiration for the job which you did. I cannot recall a similar job having been done by anyone before except on a piecemeal or fragmentary basis. . . .

Stanley Pulver
Media Manager-Broadcast
Lever Bros., New York

Clinic Report

EDITOR:

It's almost two weeks since the conclusion of the first BMI Program Clinic ever to be held in these islands, so this can hardly be construed as a flash news item.

However, the impact of the BMI Clinic has been so strongly felt that I cannot help but solicit the cooperation of your excellent trade journal to bring the 1954 clinic series more vividly to the attention of broadcasters throughout the country.

The Hawaii Clinic was BMI's first of the 1954 series and it sets the pattern for subsequent sessions. The Hawaiian Assn. of Radio and Television Broadcasters would like broadcasters throughout the nation to realize that these conclaves are well worth the attendance of almost every staff member of every radio station in the immediate area of the clinic locales. . . .

As a result of the Hawaii BMI Clinic under HARTB endorsement every broadcaster in Hawaii is better informed, better armed and better equipped to give radio renewed vigor, and new showmanship in his successful fight for a bigger than ever share of advertising dollars and public attention in a tv era.

The HARTB's hats are off to BMI and we urge every radio man in the country to attend these valuable clinics whenever the opportunity presents itself. . . .

Fin Hollinger
Exec. Vice President
KPOA Honolulu

Helfpul Articles

EDITOR:

Again we repeat that we consider BROADCASTING • TELECASTING an important property in our office.

Through the help of the many informative articles, we have in a measure learned how to improve our service and merchandising help.

Today, we are enjoying a fairly wide distribution of *Texas Rasslin'* and are showing in practically every state.

Maurice Beck
Sportatorium
Dallas

Fm Future Bright

EDITOR:

In your issue of [Jan. 11] you quoted some extremely disparaging remarks about fm by a lawyer implying that the fm band should be turned over to industry. I wish that magazines would not publish the remarks of lawyers without requesting them to indicate in the interests of what clients they are talking, whether or not they are paid for such remarks.

The facts are that the fm picture is brighter than it has been for some time. I have an interest in an am station, an fm station, and an fm-am station and I consider the interest in the fm station the soundest investment. WFLN-FM in Philadelphia now has over a quarter million homes listening in this area and the percentage of people having fm in five years has increased from 5% to about 40%. The recent interest in high fidelity has belatedly made people recognize on a big scale what those in fm have known for years—namely, the superiority of fm over am as a media of transmission. Good Music Broadcasters, with 14 stations across the country, largely utilizes fm. The new fm automobile radio has opened another market. . .

Lawrence M. C. Smith, President
WFLN-FM Philadelphia

[EDITOR'S NOTE: B•T can hardly be held responsible for remarks made by lawyers. In this case B•T correctly reported that the lawyer, Jeremiah Courtney, represented nonbroadcast and mobile radio interests, but that the comment was his personal view.]

Endorsement

EDITOR:

. . . As far as B•T is concerned, it has always been tops on our list from the standpoint of good copy, both editorially and advertising, and representing the highest ethics in the business. . .

P. S. Gates, President
Gates Radio Co., Quincy, Ill.

They're Both Tv

EDITOR:

My sincerest, warmest thanks to you for listing stations as television—not as uhf or vhf [in TELESTATUS]. That is a significant step in the right direction and I am most grateful to you. . . .

B•T leads the way again. I predict all the mags will follow suit.

Robert Wasdon, Exec. V.P.
WTOV-TV Norfolk, Va.

Tit for Tat

EDITOR:

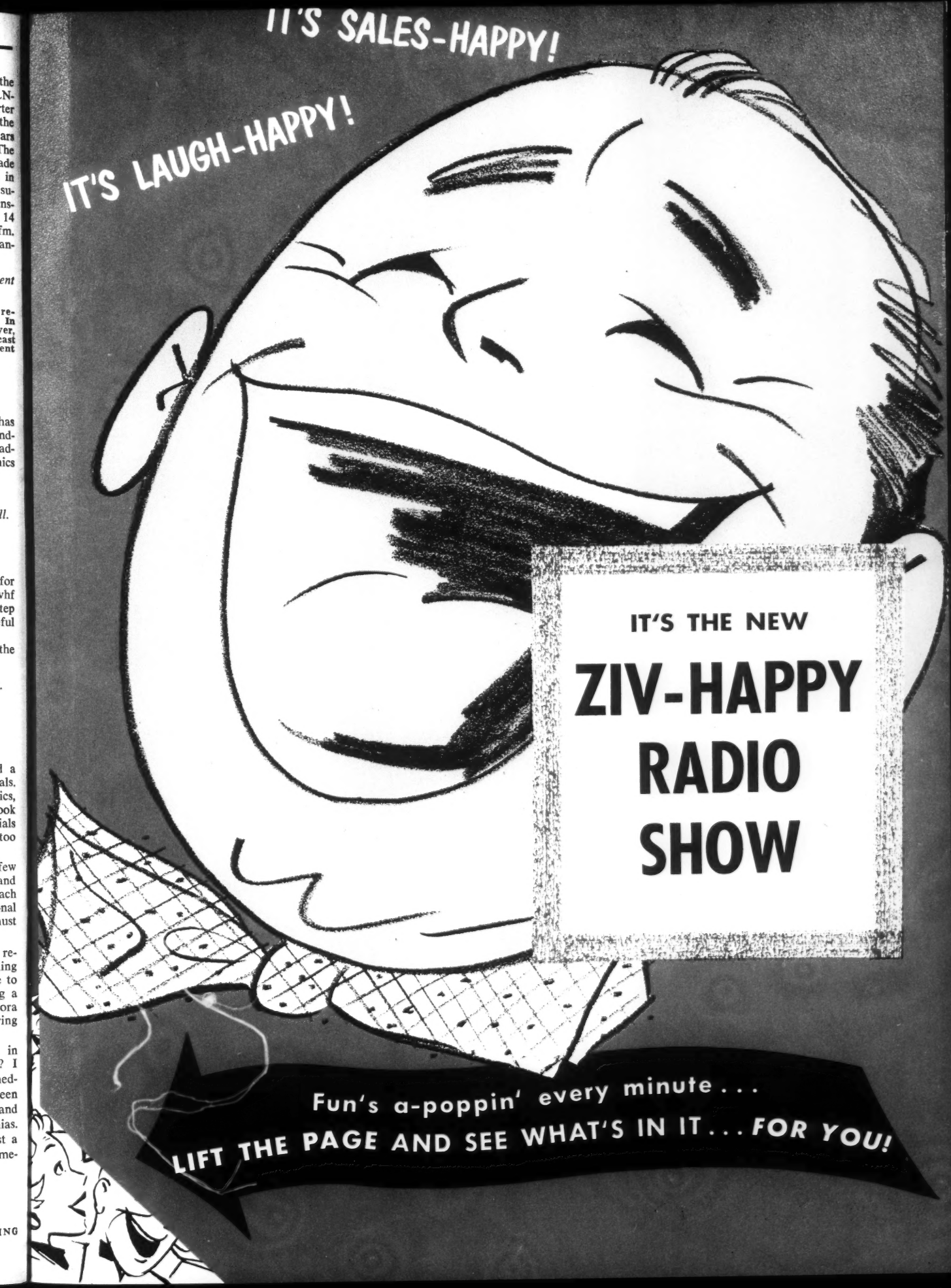
Recently in our bailiwick there occurred a minor spate of harpooning of radio commercials. The newspaper radio-tv columnists and critics, foundering in a typical creative miasma, took radio to task again for splicing in commercials between discs on record shows—too often, too lengthy, and just plain too. . .

When has radio and tv pointed out a few pertinent facts of life? Why hasn't radio and tv kind of casually mentioned that for each feature we find in the local rag or the national pub, deep streams of advertising blurb must first be forded. . .

Radio and tv owe to the public a grave responsibility in the handling and programming of commercials. But radio and tv also owe to themselves the taking of cudgels and doing a bit of belaboring about amongst the plethora of thickskulled critics? infesting a suffering country's newspapers.

Now take our local reviewer right here in today's paper. Now *where* is that column? I thought it was alongside that hoopla for Smedlitz's Purgatory Pills, or maybe it was between those big spreads for Garfinkle's Lilac Mist and O'Levi's Better Manure for Better Petunias. Now, I swear, it's in here somewhere. Just a minute, now, I'll find it. It must be here somewhere.

Red Field
KRIZ Phoenix


IT'S SALES-HAPPY!
IT'S LAUGH-HAPPY!
IT'S THE NEW
ZIV-HAPPY
RADIO
SHOW
Fun's a-poppin' every minute . . .
LIFT THE PAGE AND SEE WHAT'S IN IT . . . FOR YOU!

BOI-N-NG!

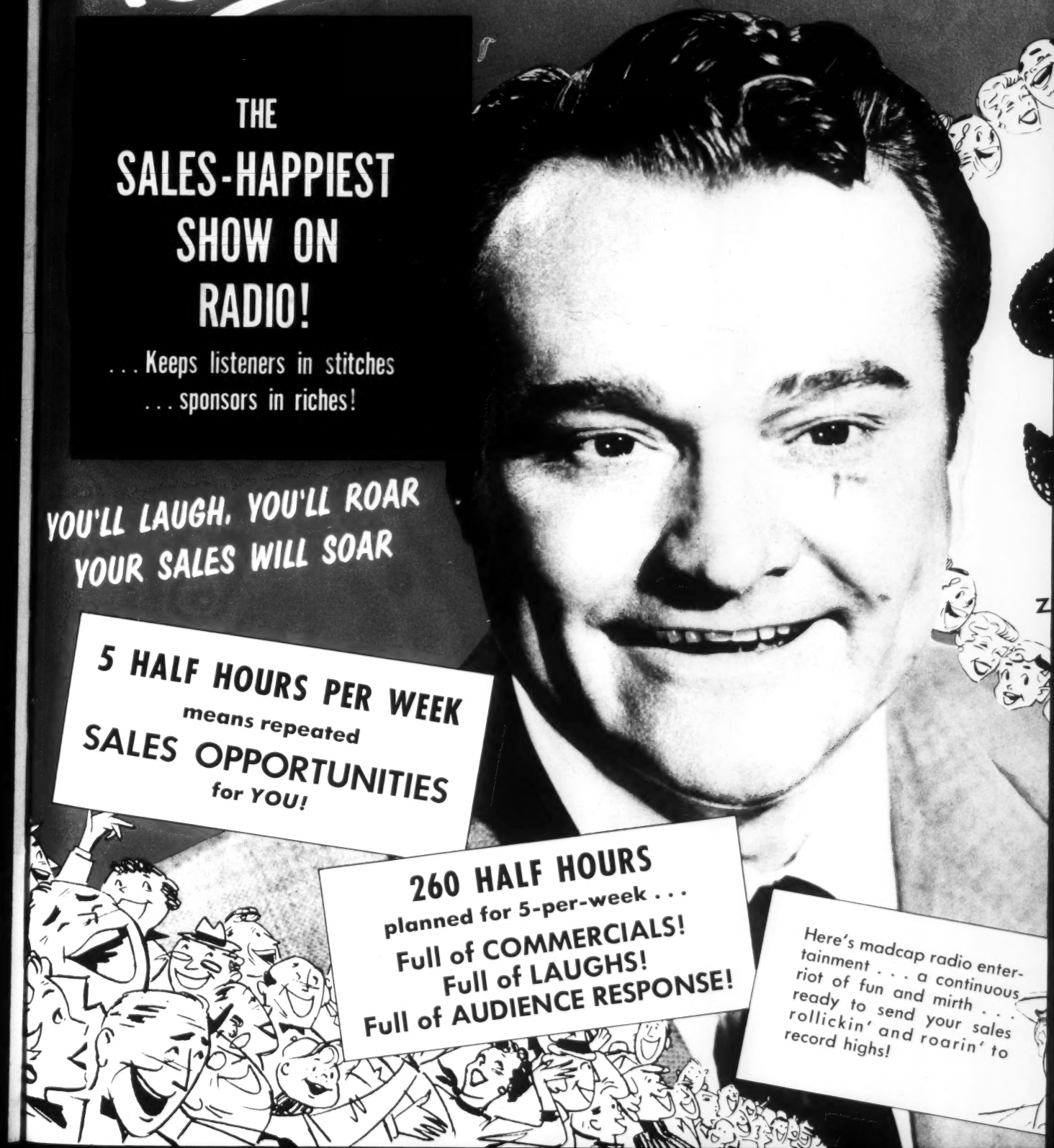
SALES P

Radio's slap-h
most lovable

THE
SALES-HAPPIEST
SHOW ON
RADIO!

. . . Keeps listeners in stitches
. . . sponsors in riches!

YOU'LL LAUGH, YOU'LL ROAR
YOUR SALES WILL SOAR



5 HALF HOURS PER WEEK
means repeated
SALES OPPORTUNITIES
for YOU!

260 HALF HOURS
planned for 5-per-week . . .
Full of COMMERCIALS!
Full of LAUGHS!
Full of AUDIENCE RESPONSE!

Here's madcap radio entertainment . . . a continuous riot of fun and mirth . . . ready to send your sales rollickin' and roarin' to record highs!

OP UP WITH RED SKELTON...

appiest
clown

Starring in

"THE RED SKELTON SHOW"

260 zany,
ingy half-hours!

Bubbling over with
fun for everyone!

A LAUGH-TIME OF SALES OPPORTUNITIES
FOR STATIONS AND SPONSORS

Red Skelton gets the laughs . . . you get the profits . . . act fast! Write, wire, phone before your market is sold!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

A NEW HIGH IN HILARITY!!

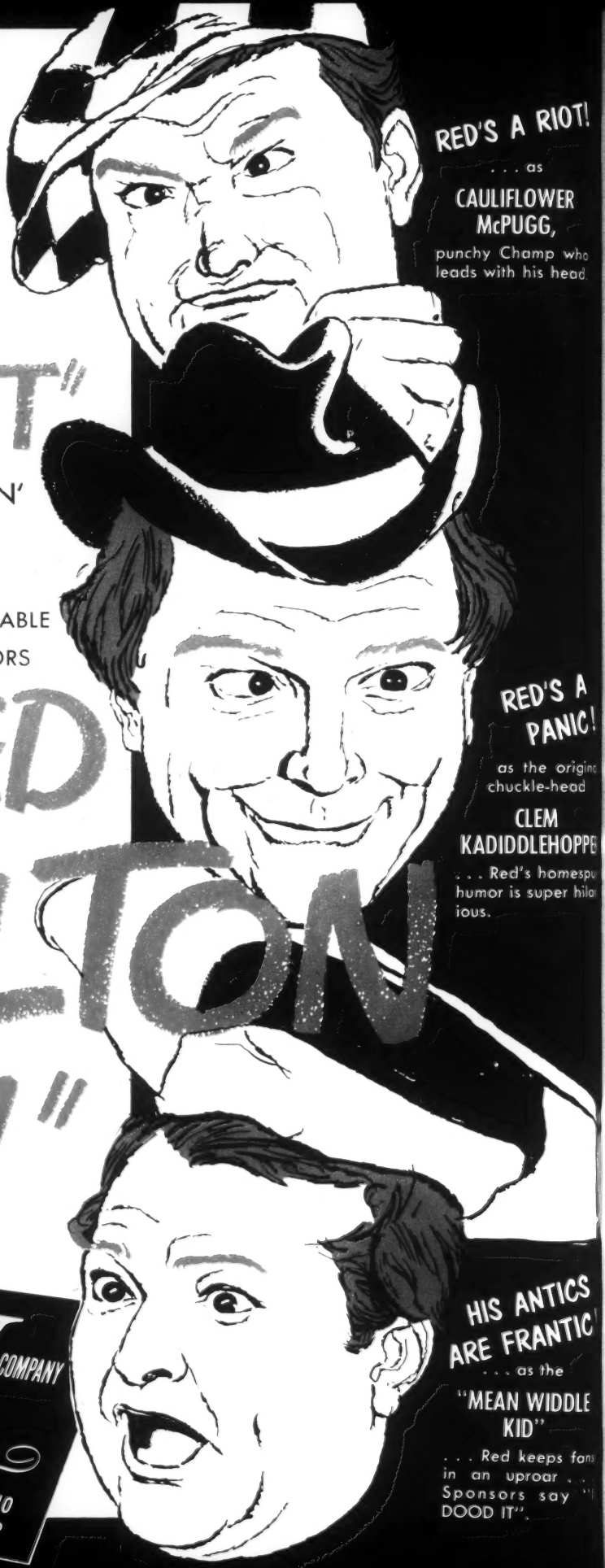
EVERYBODY SHOUTS

"I DOOD IT"

ZIV'S ROLLICKIN', ROARIN'
RADIO LAUGH-FEST

NOW . . . FOR THE FIRST TIME . . . AVAILABLE
LOCALLY TO STATIONS AND SPONSORS

"THE RED SKELTON SHOW"



RED'S A RIOT!
. . . as
CAULIFLOWER McPUGG,
punchy Champ who leads with his head.

RED'S A PANIC!
as the original chuckle-head
CLEM KADIDDLEHOPPER
. . . Red's homespun humor is super hilarious.

HIS ANTICS ARE FRANTIC!
. . . as the
"MEAN WIDDLE KID"
. . . Red keeps fans in an uproar . . . Sponsors say "I DOOD IT".

Complete Promotion Back-Up Plan includes colorful, humorous posters, ad mats, radio announcements, publicity stories and photographs.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

CHARLES HENRY COWLING

on all accounts

CHARLES H. COWLING was a youthful trumpet player who someday wanted his own band. After many afternoons of playing for free over a Detroit radio station he decided to really get into radio. That he did is evidenced by his current two-fold position as West Coast manager of AM Radio Sales Co. and national sales manager of KMPC Hollywood.

Born in Detroit Feb. 23, 1906, he entered the College of the City of Detroit (now Wayne U.) Later, at Michigan U., he found time to play trumpet with the school band. After graduation in 1925 he augmented his income as a freight solicitor for Southern Pacific Railroad by playing with professional bands.

The next 10 years were spent as the Detroit representative for 10 export steamship lines.

His interest in radio grew, and in 1935 the genial Mr. Cowling joined Headley-Reed Co. as Detroit manager. In 1942 he became the Detroit manager for *Parade* (Sunday supplement magazine).

He had made several business trips to California prior to 1946. He was attracted by the state, and, telling himself the future of radio was greater in Hollywood, he packed up his family and moved West.

In 1947 Mr. Cowling became sales manager of KOWL Santa Monica and two years later joined KMPC.

His AM Radio appointment was effective last Dec. 1. It necessitates four trips yearly to New York and the firm's Chicago headquarters. Representing four stations (WMCA New York, WLOL Minneapolis-St. Paul, WIND Chicago and KMPC) means a better job can be done all the way around, according to Mr. Cowling.

"Ours is a specialized and personalized operation," he declares. "We have the chance to know our stations, their programming, personnel and copy requirements, plus the local advertisers in the individual cities."

While emphasizing there is room for all media, he believes radio is the greatest advertising medium. Declaring "the cost-per-thousand basis will continue to lead advertisers back into radio," Mr. Cowling welcomes the day when color tv hits its stride "and the resulting prohibitive costs will send even more advertisers back to radio."

Married for 26 years to his childhood sweetheart, Madelon, Mr. Cowling boasts twin daughters and a 14-month-old grandson. His home is in Pacific Palisades. Hobby: gardening.

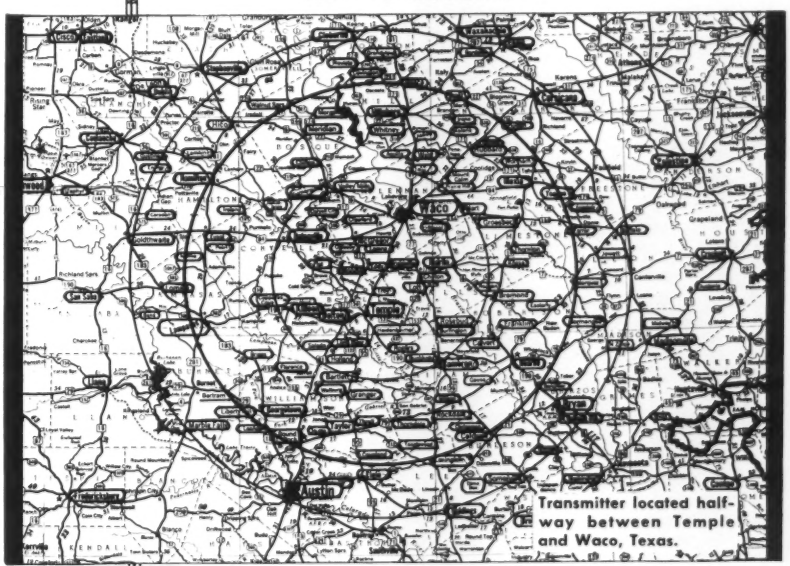
He is a member of Hollywood Ad Club, Los Angeles Ad Club, Hollywood Athletic Club, Santa Monica Swimming Club and The Illuminators (food brokers' association).

MAIL PULL *proves* KCEN-TV

covers ALL of the big Temple-Waco market!

Engineers calculated a coverage radius of 75 miles for KCEN-TV, but mail reporting good reception has been consistently received from distant points in excess of 100 miles . . . proof of "plus" coverage in the big market midway between Texas' four largest cities where nearly a million people reside.

THIS IS COVERAGE

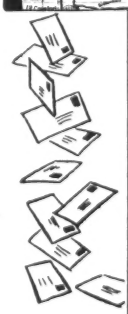


Transmitter located halfway between Temple and Waco, Texas.

For the first time, advertisers can reach all of the Temple-Waco market with a single medium —

100 KW
VHF
Channel 6

833-Foot Tower
830 Feet Above Average Terrain
(Tallest tower in Texas, south of Amarillo)

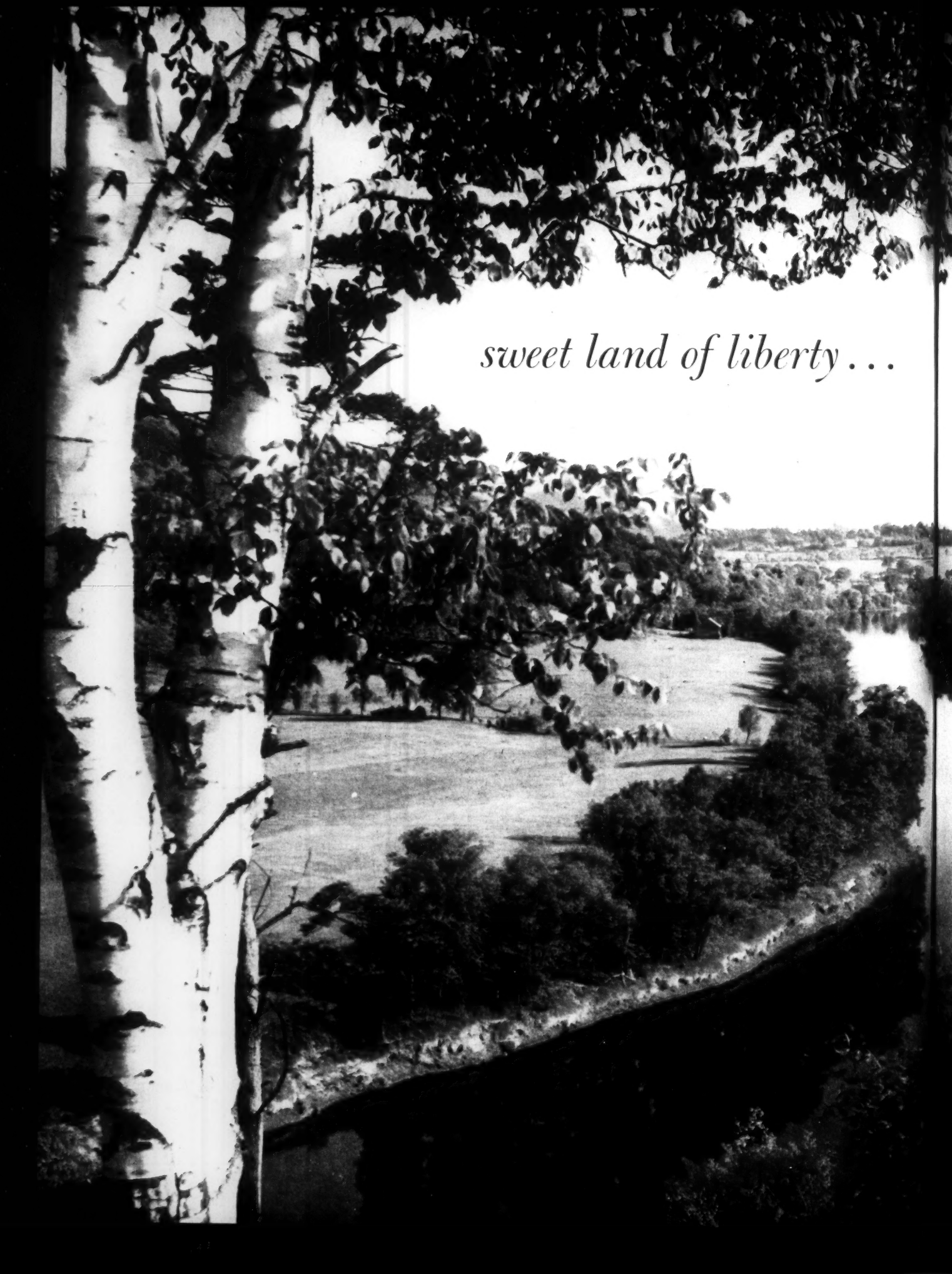


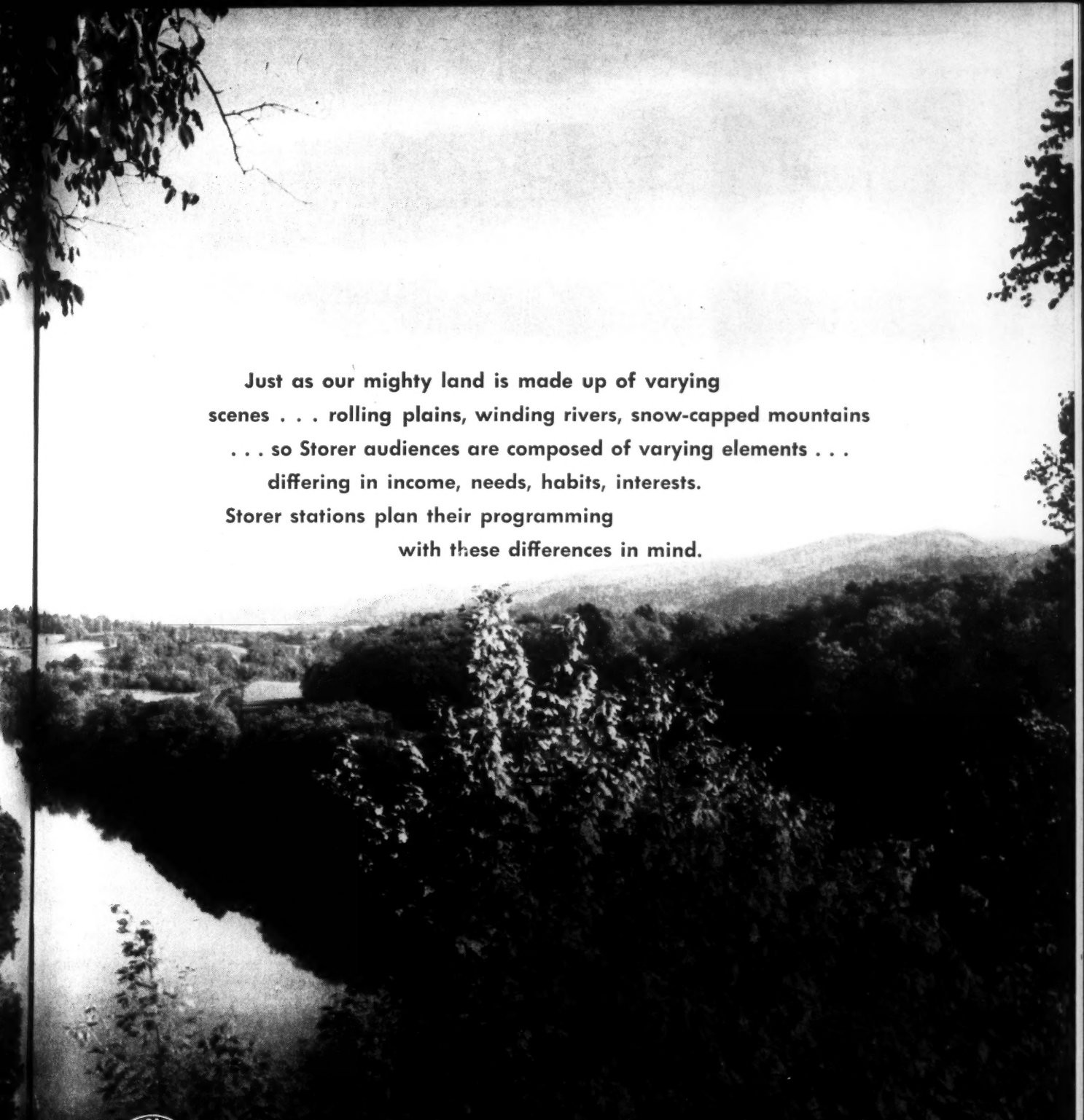
KCEN-TV

NBC Interconnected

P. O. Box 188, Temple, Texas
George P. Hollingbery Company—*Nat'l Rep.*

Phone 3-6868
Clyde Melville Company—*Texas Rep.*


sweet land of liberty . . .



Just as our mighty land is made up of varying
scenes . . . rolling plains, winding rivers, snow-capped mountains
. . . so Storer audiences are composed of varying elements . . .
differing in income, needs, habits, interests.
Storer stations plan their programming
with these differences in mind.

STORER BROADCASTING COMPANY

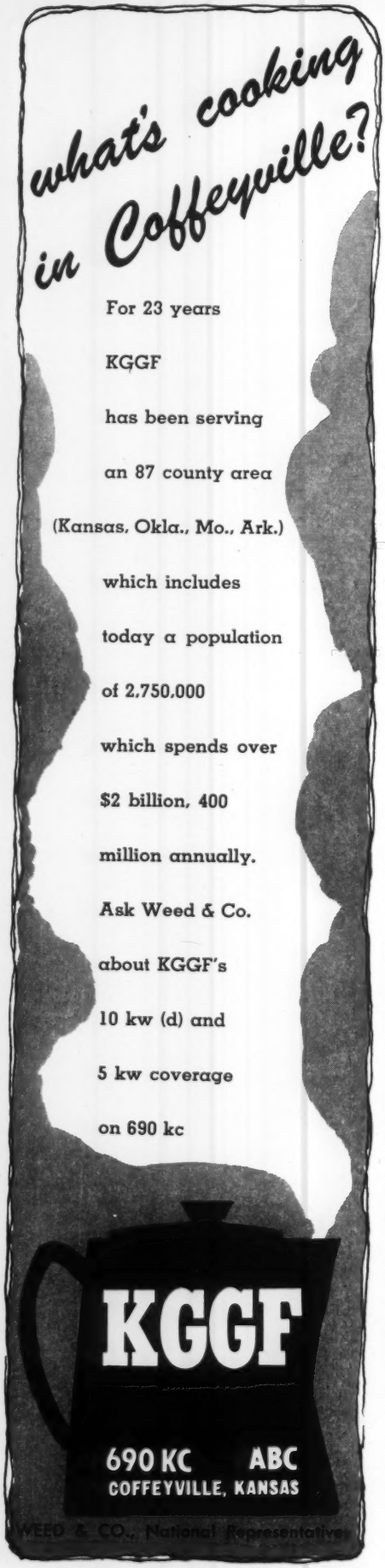
WSPD-TV	WJBK-TV	WAGA-TV	KEYL-TV	WBRC-TV
Toledo, Ohio	Detroit, Mich.	Atlanta, Ga.	San Antonio, Texas	Birmingham, Ala.

WSPD	WJBK	WAGA	KABC	WBRC	WWVA	WGBS
Toledo, Ohio	Detroit, Mich.	Atlanta, Ga.	San Antonio, Texas	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director — **BOB WOOD,** Midwest National Sales Mgr.

118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



our respects

to RAYMOND OSCAR MITHUN

"LIFE's too short to try to drag a fellow to the top of the heap when he doesn't care if he gets there or not. But if a fellow has a good product and really wants to win, then that's the kind of client we want to do business with."

This is the philosophy of Ray Mithun, one of the ablest (and youngest) executives to reach "the top of the heap" in Minneapolis-St. Paul advertising. He's a great believer in "the right climate for successful advertising."

As president and co-founder of Campbell-Mithun Inc., with headquarters in the Twin Cities, Mr. Mitchun has watched his agency grow within 21 years into a $15 million organization. Its staff has increased from five people in 1933 to over 200 today. For this and other accomplishments Mr. Mithun can claim considerable credit.

Mr. Mithun's agency is 400 miles from Michigan Boulevard in Chicago and halfway across a continent from New York's Madison Avenue—and therein lies one reason for the success of the man and agency. This location is not due to chance. Nor have Mr. Mithun's selections of top advertising people been fortuitous.

Born in Warren, Minn., on March 20, 1909, Raymond Oscar Mithun concentrated on sports in his youth, laying claim to being one of the best all-state basketball players in high school. He was graduated from the U. of Minnesota in 1930.

His early background was essentially journalistic. (His father had come to America after being secretary of communications for the Norwegian cabinet.) At the tender age of 16 he found himself in competition with his mother on weekly newspapers. The youth had a ready solution: He arranged for their consolidation.

At the U. of Minnesota Mr. Mithun worked as a part time reporter and was manager of its college publications. He later became city editor for the *Mankato Free Press*.

Mr. Mithun got his first taste of agency experience with BBDO in Minneapolis as a copywriter. He also was a radio scripter and assistant account executive, later becoming radio director and account executive. He serviced such accounts as General Mills, Land O'Lakes Creameries, Burma Shave, Atwood's Coffee and others.

He also filled roving merchandising assignments for BBDO in Boston, Pittsburgh, Buffalo and other eastern cities.

In 1933, he and Ralph Campbell Sr. organized Campbell-Mithun, taking the titles of vice president-treasurer and president, respectively. Mr. Mithun was elected president in 1943 at 33. Mr. Campbell died in 1949.

Back of the Campbell-Mithun enterprise was the strong belief a major league agency could be set up in Minneapolis to service Twin Cities advertisers who "left home" to select agencies in other cities.

It took a lot of dynamic activity by Mr. Mithun to lure top advertising talent to the agency, but he has met success. Exposed to his philosophy and enthusiasm, top-notch writers, artists and account executives joined Campbell-Mithun in increasing numbers.

Looking back over the past 21 years, Mr. Mithun regards this as one of his most difficult jobs and biggest achievements. He looks for "creative businessmen, whether the job is in copy, art, tv production, research or media." What does he look for in a prospective client? "The desire to win is the first consideration. That and a good product. . . . Size isn't important. This business of wanting to win is. If that quality is present, we don't worry about size. Accounts like that have a habit of becoming big."

Under Mr. Mithun's leadership, radio and television have played a king-size role in the growth of the agency, for the simple reason that he is an avid believer in the power of the broadcast media. Early in C-M's history, he scored a "first" by launching Cedric Adams on a six-times-weekly newscast which subsequently achieved a high rating among regional shows.

Mr. Mithun worked on early network ventures that brought among others Boake Carter (for Land O'Lakes butter) to radio. The agency later handled Arthur Godfrey on radio for Gold Seal Co.; Garry Moore and Kate Smith on tv for Pillsbury-Ballard; Edward R. Murrow's radio newscast and his tv *Person-to-Person* for Theodore Hamm Brewing Co.; Bob Crosby on tv; Bob Hope on radio; Paul Whiteman's *Tv Teen Club* on tv for American Dairy Assn., and the new Jo Stafford tv program for Gold Seal Co.

Mr. Mithun likes to recall the success enjoyed by Land O'Lakes, which revolutionized the butter business by taking the product out of the tubs and marketing it in one-pound packages.

"That was . . . a creative business idea," he says. "It sold so much butter that no one has ever been quite able to catch up with them." Land O'Lakes, Andersen Corp. and Northwestern National Bank have been with C-M since it began. Another success has been Hamm's Beer with its baseball on television in the Midwest.

Mr. Mithun divides time traveling to New York, Chicago, Los Angeles and other cities. He also finds time for the Minneapolis Symphony Assn., whose promotion activities he headed this past season.

Mr. Mithun married the former Doris Berg Aug. 9, 1932. They live with their three sons—Lewis, Jack and Raymond Jr.—in Northome, Lake Minnetoka. Mr. Mithun's hobbies are golfing, skiing and other outdoor sports.

WGY-Land is Vacationland
AND RADIO GOES WHERE VACATIONERS GO

From the first winter snow until the Spring thaw, winter sports fans from all over the country flock to upper New York State and New England. As in the summer WGY-Land again becomes vacationland for millions of people. From Lake Placid to the Catskills, from the Finger Lakes to the Green Mountains, wherever people ski or sled or skate, WGY reaches an increased audience all through the winter season.

WGY A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Company
NEW YORK—BOSTON—CHICAGO—DETROIT—SAN FRANCISCO

FORTUNE FEATURES, INC., PROGRAM MANAGERS, SOLVE TV's LAW OF FOR QUALITY MOTION

•

ACTION

•

SPECTACLE

•

THRILLS

•

SUSPENSE

•

MYSTERY

•

INTRIGUE

•

REALISM

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ROMANCE

•

MUSIC

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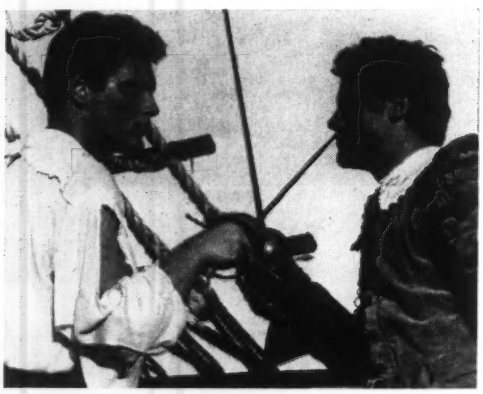


• By announcing the immediate availability of the first of four packages of twenty-six American language films, Fortune Features assures telecasters of a continued supply of big budget films produced as recently as 1952.

• Pictures of the caliber American movie audiences are accustomed to, and demand to see at home over their favorite channel.

• Here is a superb, vigorous program that will earn and maintain top ratings in every market.

PRE-SOLD!

Los Angeles • San Diego
Chicago • Philadelphia
Seattle • Fresno
Stockton • Santa Barbara
Detroit • Cincinnati
Easton, Pa. • Cleveland

73 TO 78 MINUTES IN LENGTH

28 PAGE BROCHURE AVAILABLE ON REQUEST

HELPS FILM BUYERS, AGENCIES AND SPONSORS DEMAND AND SUPPLY PICTURES

You think that's HIGH?

KQV now tops even its own top rating in program "Firsts"

In the last Pulse ratings, KQV broke all previous records in program "firsts" in Pittsburgh. And now, the new October-November ratings show we've climbed even higher! Monday through Friday, 6:30 A.M. to 11:00 P.M., KQV now has almost *three* times as many top rated shows as its nearest competitor. In the Sunday through Saturday ratings we more than double the second station. And more and more of KQV's nighttime ratings have climbed up to 6.0's and 7.0's! Here are the latest Pulse report ratings for Pittsburgh:

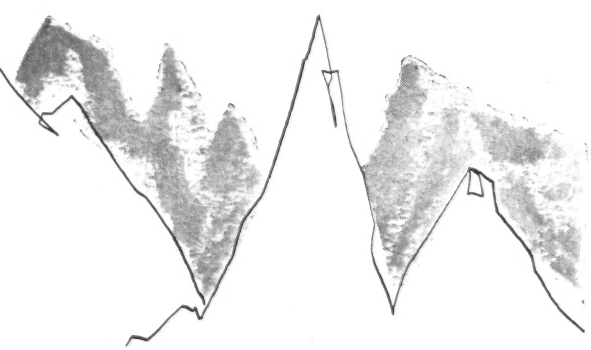
Number of Program Firsts by Quarter-Hours*
6:30 A.M. to 11 P.M.

Station	Firsts
KQV	143
Station "B"	56
Station "C"	55
Station "D"	26

It's just another way of saying—if you want to sell the dynamic *NEW* Pittsburgh market, your key is KQV.

**Total ¼ hours measured—330, Monday through Friday*

W&D 5038



KQV
CBS Radio IN PITTSBURGH

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

BROADCASTING TELECASTING

January 25, 1954 Vol. 46, No. 4

RADIO'S 1953 TIME SALES NET RECORD HALF-BILLION

B•T survey shows a total of $498,428,000. Network revenues were down 12.7% but spot and local business showed a combined 22.2% increase to boost the sum $25 million over 1952.

TOTAL time sales by U. S. radio stations and networks in 1953 were nearly half a billion dollars, an all-time record for annual radio business. The 1953 volume was $498,428,000, some $25 million bigger than volume in 1952.

These were net time sales, after all frequency and promotional discounts but before deduction of commissions to agencies, national sales representatives and others.

The estimates of 1953 radio business were prepared by BROADCASTING • TELECASTING for the 1954 BROADCASTING YEARBOOK * now in the mails to subscribers. They are based on a B•T formula which has been proved highly accurate for many years.

The record total volume was achieved despite a 12.7% decrease in network business. A whopping 16.9% rise in national spot volume and a 5.3% growth of local advertising were far more than enough to overcome the network loss. The 1953 record: National network, $89,528,000; spot, $144,595,000; local, $257,254,000. Regional network business, which has never been substantial in comparison with other categories, was $7,051,000.

Radio's biggest boom year occurred despite television competition that was increasing daily. In the first calendar year after the freeze, the number of operating tv stations almost doubled. That radio would do so well against such formidable opposition confounds predictions of a few years ago when, with half as many tv outlets on the air as were operating at the end of 1953, skeptics forecast severe drops in radio revenue.

Tv Forces Redistribution

What television has done is to force a redistribution of advertiser spending in radio. Since 1948 network business has steadily declined, both in dollar volume and in proportion to total time sales. Network business accounted for 32.1% of total time sales in 1948, 30.3% in 1949, 27.5% in 1950, 24.9% in 1951, 21.7% in 1952 and only 18% in 1953.

In those same years spot and local dollar volume have risen annually and the proportions of their contributions to total volume have also increased each year, with the single exception of spot in 1952. Spot business accounted for 25.1% of total sales in 1948, 25.5% in 1949, 26.2% in 1950, 26.3% in 1951, 26.1% in 1952 and 29% in 1953. Local business was 41.1% of total sales in 1948, 42.8% in 1949, 44.8% in 1950, 47% in 1951, 50.6% in 1952 and 51.6% in 1953.

Regional network business has amounted to between 1% and 2% of total volume.

Regardless of rising or falling curves in the various categories of business, total time sales of U. S. radio have risen every year since 1938.

Nineteen-fifty-three was a boom year for other advertising media as well as for radio and, indeed, for the whole U. S. economy. Such estimates of business volume as are available indicate that all media did well.

Television: No official figures for 1953 are available, but Richard P. Doherty, NARTB vice president, has made what he describes as "an educated guess" that total tv revenue last year was around $448 million, compared with $324 million in 1952. These figures include revenue from talent and other services as well as from net time sales and hence are not comparable with B•T's estimates of radio net time sales.

Magazines: Publishers Information Bureau estimates that gross billings in the leading 100 general and farm magazines were $599 million in 1953, compared with $553.9 million in 1952. The PIB estimates are gross, figured at the one-time space rate, and hence are in no way comparable with B•T's net time sales estimates for radio. A somewhat closer comparison for radio is with the BROADCASTING YEARBOOK's estimate of gross radio billings of $767.4 million for 1953. For this see below.

Newspapers: The Bureau of Advertising of the American Newspaper Publishers Assn. estimates that national advertising volume was $600 million in 1953, compared with $526 million in 1952. The bureau would make no estimate of total newspaper volume, including local business, beyond saying that it would be "well ahead" of 1952.

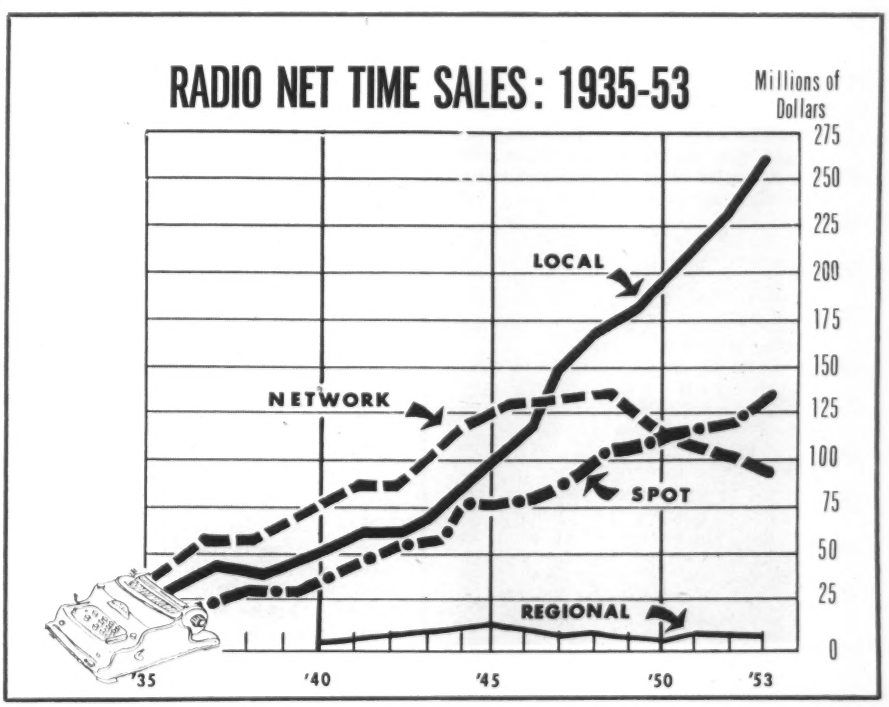
Outdoor: The Outdoor Advertising Assn. estimates that national sales in 1953 were $106 million, compared to $96.7 million for 1952. The association would not estimate total volume.

Direct Mail: The Direct Mail Advertising Assn. estimates that 1953 volume was 5% bigger than the $1.1 billion in 1952.

(Note: Like those for tv and magazines, the figures for newspapers, outdoor and direct mail should not be compared with radio net time sales. Net time sales estimates do not include the substantial expenditures in production and related activities. Newspaper, outdoor and direct mail estimates do.)

If 1953 was a boom year, what will 1954 bring? To judge by all available economic indicators, it will be for radio and other advertising media what *Fortune* magazine has predicted it would be for the whole U. S. economy —the second biggest year in history.

In a memorandum circulated to the NARTB membership, Mr. Doherty reported on a recent conference of 14 leading business economists who attempted to outline the business outlook for 1954. Of these experts, according to Mr. Doherty, two believed business activity in 1954



* See box, page 32.

TOTAL ADVERTISING VOLUME IN 1953

TOTAL expenditures by U. S. advertisers in 1953 were at an all-time high, $7.8 billion, according to preliminary estimates prepared by McCann-Erickson for *Printers' Ink*. The tables below show the 1953 preliminary estimates compared with final estimates for 1952. The McCann-Erickson tabulations are estimates of actual dollars spent in advertising and include expenditures not only for time and space but also for talent, production, etc. How big a boom year 1953 was for all media can be clearly seen in the comparison with 1952—itself an excellent year for all advertising media.

		1953 (In Millions)	1952 (In Millions)
Radio	Total	$ 707.9	$ 678.6
	National	379.9	369.5
	Local	328.0	309.1
Television	Total	688.7	509.4
	National	529.7	405.8
	Local	159.0	103.6
Newspapers	Total	2,655.5	2,472.8
	National	634.3	562.4
	Local	2,021.2	1,910.4
Magazines	Total	663.1	615.8
	Weeklies	348.1	325.3
	Women's	157.2	148.8
	General	117.2	101.2
	Farm	40.7	40.5
Farm Papers		30.8	29.4
Direct Mail		1,075.5	1,024.3
Business Papers		398.8	365.2
Outdoor	Total	174.7	162.1
	National	117.9	109.4
	Local	56.8	52.7
Miscellaneous	Total	1,408.2	1,292.1
	National	718.2	652.7
	Local	690.0	639.4
Total National		4,517.4	4,105.1
Total Local		3,285.8	3,044.6
Grand Total		$7,803.2	$7,149.7

would be at about the same history-making level of 1953. The other 12 forecast lower levels. Of the 12, one believed business would take a 15-17% slide this year. The consensus of the others, however, was that business would slip about 8-10%.

Such a slip would hardly mean recession. Indeed if the slip were only slightly less than 8% it would be, as *Fortune* predicts, the second best year on record.

Mr. Doherty submitted three general conclusions in his report:

1. Fears of a sharp recession getting under way in 1954 seem to be without foundation.

2. Conversely, there doesn't appear to be any logical basis for assuming that 1954 will extend the peak boom levels of 1953. However, this could occur if sharply revived military activities developed during the next six or seven months.

3. Most manufacturing and distributive groups will probably find that 1954 will be a year during which they are faced with a slower rate of activity (as compared with 1953) and with a higher rate of market competition.

These three conclusions can be translated into meaning for advertising. For intelligent advertisers, a market which is tightening but still big and rich should suggest invigorated promotion and sales effort. Indications are that forward-looking advertisers are making just such plans.

Last November the Assn. of National Advertisers reported the results of a poll of 170 member companies as to 1954 intentions [B•T, Nov. 9, 1953]. The companies were asked whether they planned to enlarge or contract their spending in each of 12 media.

Of the companies that used radio in 1953, 34% said they expected to spend more in radio in 1954, 39% planned to spend about the same, 27% planned to reduce radio expenditures.

Of those using television in 1953, 80% planned to build up their tv budgets in 1954, 15% expected to spend about the same, and 5% anticipated a reduction of tv spending.

Overall, the 1954 picture looked good, according to the ANA survey. Increased expenditures in all but two of the 12 media were anticipated. Consumer magazines, Sunday supplements, newspapers, point-of-purchase, outdoor, direct mail, business papers and farm magazines—in addition to radio and television—will receive increased appropriations from more of the reporting companies than the number planning to spend less. Only Sunday comics and car cards were in for reduced appropriations from reporting advertisers. More respondents said they would cut spending in those two media than those who intend to increase spending.

RADIO NET TIME SALES

Class of Business	1952 (000)	% Total	1953 (estimated) (000)	% Total
National network	$102,528	21.7	$89,528	18.0
Regional network	7,334	1.6	7,051	1.4
Spot	123,658	26.1	144,595	29.0
Local	239,631	50.6	257,254	51.6
TOTAL	$473,151	100.0	$498,428	100.0

If, as seems promising, radio revenues continue to increase in 1954, they will be following a trend which has persisted since 1938 and has been particularly strong since the end of World War II. Radio time sales since the war have increased more than $164 million in annual volume, but the size of the radio broadcasting industry has expanded too. In the same period the number of am stations in operation has more than doubled, from 1,062 on the air at the end of 1946 to 2,509 at the end of 1953. Until 1952, the station population rose faster than total business volume, meaning that the "average" per-station revenue declined in the years 1947, 1948, 1949, 1950 and 1951.

In the past two years the curve has turned upward.

At the end of 1946, with 1,062 am stations operating and with total time sales of $334 million, the average station sales were $314,575. (This, of course, ignores the fact that both national and regional networks take sizable chunks of the total volume. These computations are used only to indicate how, though the pot grew larger year by year, the number of stations dipping into it also grew, with individual portions getting smaller until 1952. On this basis, "average" per-station time sales have looked like this: 1947, $245,786; 1948, $223,442; 1949, $207,693; 1950, $206,714; 1951, $195,857; 1952, $197,888, and 1953, $198,656.

Gross time billings (value of time sold, figured at the one-time rate with no deductions) as estimated by BROADCASTING YEARBOOK AND MARKETBOOK were $767,391,000 in 1953 compared with $714,975,000 in 1952.

Of that total, $158,910,000 was for national network time, $10,492,000 for regional network, $215,171,000 for spot and $382,818,000 for local.

Radio network gross billings by product groups showed that the biggest investments again came from the same groups of sponsors in 1953 as in 1952.

The five leading spenders and the percentage of total gross billings which came from each in 1953 were: Food and food products, 22.1%; toiletries, 16.7%; drugs and remedies, 13.1%; soaps, cleansers and polishes, 9.8%, and smoking materials, 9.3%. These ranked in the same order in 1952.

BROADCASTING YEARBOOK IN MAILS

THE 1954 BROADCASTING YEARBOOK AND MARKETBOOK, 20th annual volume in the series, includes for the first time important market information for the area covered by each station.

Population, radio homes and retail sales, are a part of each station listing, which also includes complete information on when the station went on the air, power and frequency, licensee, address, telephone number, network, representative, list of executives with titles, libraries, news services and make of transmitter.

Besides the exclusive B•T estimate on radio billings for 1953 and comparative figures for previous years the 1954 BROADCASTING YEARBOOK AND MARKETBOOK includes much other basic statistical information.

The radio audience in 1953 is analyzed in some detail by Arthur C. Nielsen, president of the A. C. Nielsen Co. The number of am and fm stations authorized in the United States each year is listed. Network time purchasers buying more than a million dollars worth of radio time each year are listed, with an estimate on the amount of time they bought in 1953. The B•T estimates on billings of the thirty top advertising agencies in radio and television are listed, with the accounts they represent.

Regular BROADCASTING YEARBOOK departments have been expanded and brought up to date in the new volume. These include complete listings on the agencies which buy radio time, equipment manufacturers, radio representatives and the stations they represent, regional networks, stations that have newspaper ownership, group ownership, transcription and program services and many others.

Complete listings of executives include all of the networks, RCA, Columbia Broadcasting System (parent company), Broadcast Advertising Bureau, National Assn. of Radio and Television Broadcasters, Federal Communications Commission, Federal Communications Bar Assn. and radio engineers.

In addition there are listings of government agencies serving radio and a complete department listing organizations and groups that perform services for radio advertisers, agencies and stations.

The 1954 BROADCASTING YEARBOOK AND MARKETBOOK is the radio counterpart of the 1953-54 TELECASTING YEARBOOK AND MARKETBOOK which is currently in use. A new TELECASTING YEARBOOK AND MARKETBOOK will appear early in August.

CHRYSLER TURNS TO RADIO-TV IN ALL-OUT PUSH FOR DODGE

Three networks shows to be utilized in a record purchase of broadcast time for Dodge automobiles.

CHRYSLER CORP. last Friday announced plans for a full-scale invasion of the broadcast media, with the signing of one radio and two tv network programs—its largest concentration in 40 years—on behalf of Dodge automobiles.

The announcement came during a closed circuit tv showing to over 4,000 Dodge dealers and 11,000 salesmen—and on the heels of a warning by the National Adv. Executives Assn. that printed media—and specifically newspapers—must re-sell themselves in the quest for the automotive dollar. (See NAEA story page 42).

The announcement was made by Jack W. Minor, Dodge advertising and merchandising director, through its agency, Grant Adv. Inc., Chicago. It was presented over what Dodge described as "the largest closed circuit tv facilities ever employed by an auto company to bring its people together for a business meeting."

Dodge's Purchases

Dodge has purchased (1) alternate week sponsorship of the Danny Thomas *Make Room for Daddy* show on 106 ABC-TV stations across the country, Tuesdays, 9-9:30 p.m. EST, starting Jan. 26; (2) weekly sponsorship of the *Roy Rogers Show* on 180-200 NBC Radio outlets, Thursdays, 8-8:30 p.m. EST starting Jan. 28, (3) weekly sponsorship of *Break the Bank* on over 60 ABC-TV stations, Sundays, 10 p.m. EST. The tv shows are filmed and the radio program is live.

"The purchases," Mr. Minor said, "reflect our recognition that this new car market will be more competitive than at any time before World War II." Earlier, the Advertising Bureau of the American Newspapers publishers Assn. had apprised newspaper advertising executives that "automotive advertising continues to be a top target for every medium."

Details on the broadcast buys highlighted the revelation of Dodge's "wholly new and expanded sales and advertising program for 1954" in major theatres throughout the country. The presentation was shown on large screens in theatres and in hotels, with Dodge dealers participating by means of large screen monitoring sets. Kinescope recordings will be played back in areas where tv cable or relay facilities are not available.

Budweiser's Baseball Coverage: $2 Million

ANHEUSER-BUSCH (Budweiser) will spend "considerably more" than $2 million this year on baseball radio-tv coverage alone, it was learned last week.

Whatever the broadcast allocation, it was believed to equal or perhaps surpass its newspaper budget for 1954. Budweiser spent an estimated $2 million in newspapers last year, and recently concluded an advertising campaign in 400 newspapers.

The baseball broadcast estimate was revealed following a one-day meeting in St. Louis last week when the firm called in representatives from 120 radio stations to review its baseball coverage plans.

The $2 million-plus figure includes monies for regional radio network coverage of all St. Louis Cards 1954 baseball games on 120 outlets, a schedule of minor league broadcasts in eight cities and tv rights in St. Louis to the 77 road contests of the National League ballclub.

Anheuser-Busch will promote minor league ball in all markets reached by the Cards' network, including those in which the Cards (and thus Budweiser) own such franchises [AT DEADLINE, Jan. 18].

Over 160 representatives from 120 stations attended the all-day sessions, presided over by representatives of D'Arcy Adv. Co., Budweiser's agency, and executives of the brewery.

Renfro's Recap

Harry Renfro, D'Arcy account executive, opened the meeting, outlining objectives of the baseball coverage, tie-in advertising, technical facilities and other factors.

While the station lineup was not revealed, it was learned that the package calls for six fm outlets to serve as "feeder" or originating stations for 23 am facilities, and, that 13 states will be covered. Cards tv outlet in St. Louis has not been selected.

The fm feeder outlets include WSOY-FM Decatur (Ill.), WTAD-FM Quincy (Ill.), WMLL Evansville (Ind.), WMIX-FM Mount Vernon (Ill.), KBOA-FM Kennett (Mo.) and WMBH-FM Joplin (Mo.).

The 13 states are Missouri, Kansas, Nebraska, Oklahoma, Texas, Arkansas, Iowa, Illinois, Tennessee, Kentucky, Ohio, Mississippi, and Indiana. Additionally, Budweiser has broadcast rights to minor league games of Cardinal-owned teams in Fresno, Omaha, Houston, Columbus (Ohio), Columbus (Ga.), Allentown (Pa.), Rochester (N. Y.), and Albany (Ga.)

WILLIAM ESTY DIES AFTER LONG ILLNESS

WILLIAM COLE ESTY 3d, 59, chairman of the board and founder of William Esty Co., New York, died last Thursday at his home in New Canaan, Conn., after a long illness.

Mr. Esty organized his own agency in 1932 after having been with J. Walter Thompson Co. as a vice president for seven years. Mr. Esty was president of his agency until 1947, when he became chairman of the board.

Surviving also are his mother, Mrs. Julia Coy Esty; a brother, John Cole Esty; two sons, William C. and Edward T. Esty, and two daughters, Jane and Julia.

Supermarket Use of Tv Seen Up in '54 by Moore

SUPERMARKETS in 1954 will increase substantially their use of television time because they have found it is the one medium which advertises and merchandises simultaneously, Lansing Moore, account executive of Anderson & Cairns, New York, told the annual meeting of managing executives of Albertson's supermarket chain in Boise, Idaho, last week.

"Supermarkets will continue to take large newspaper space for important price listings, but television moves the retail counter right into the home and brings product benefits to life," Mr. Moore said.

ATLANTIC REFINING Co.'s $52,000 purchase of *Weather Roundup* three times weekly for a year on New York State-northern Pennsylvania 29-station am-fm Rural Radio Network is reviewed by (l to r): R. Clifford Owen, assistant to the advertising manager, and Glenn V. Ostrander, New York State regional manager, both Atlantic, and H. Stillwell Brown, Rural Radio salesman.

TWO SILVER FIRMS READY TV PLANS

Gorham Silver plans first use of film in three markets with possible expansion. Half dozen new tv buys include Fanny Farmer Candy of pre-Valentine Day campaign.

TWO major manufacturers of silverware are plunging into television campaigns to promote their products, along with four other advertisers, a B•T cross check revealed last week.

The half-dozen television clients are Gorham Silver Co., Holmes & Edwards, Fanny Farmer Candy, General Mills Cake Mixes, Amazo and Welch's Grape Juice.

Gorham Silver, Providence, R. I., for the first time in its history is planning to start in mid-March the sponsorship of a half-hour dramatic film show once a week in about three television markets. Kenyon & Eckhardt, New York, is the agency. If the initial campaign is successful, the firm is expected to expand in tv.

On 'Show of Shows'

The Holmes & Edwards Division of the International Silver Co., Meriden Conn., will become a participating sponsor of *Your Show of Shows* on NBC-TV, Saturdays, 10-10:30 p.m., effective Feb. 6 and running through to May 19. McCann-Erickson, New York, is the agency.

Fanny Farmer Candy, Rochester, N. Y., emphasizing its established advertising plan of saturation spot campaigns during pre-holiday seasons, currently is preparing a tv station identification saturation schedule on about 35 stations effective Feb. 10-13, prior to *Valentine Day*. Only evening time is being used. Wyatt & Schuebel, New York, consultant for Charles L. Rumrull, Rochester, is the agency.

General Mills (Cake-Mixes), Minneapolis, on a staggered starting schedule is using one-minute television spots in about 15 cities in an eight week campaign. Also, radio is being used in Maine and New Hampshire. BBDO, New York, is the agency.

Amercian Maize Products Co. (Amazo desserts), New York, which already is using some

television markets is expanding, effective Feb. 1, to six west coast tv cities. Kenyon & Eckhardt, New York, is the agency.

Welch's Grape Juice, New York, currently sponsoring a portion of *Howdy Doody* on NBC-TV, is considering expanding its television budget by adding a spring spot tv announcement campaign through Kenyon & Eckhardt, New York.

Toni Takes More Time On Godfrey 'Friends'

RESHUFFLING of advertisers for CBS-TV's *Arthur Godfrey and His Friends* was completed last Wednesday with signing of the Toni Co. as weekly sponsor of the 8-8:30 p.m. segment of the program. The realignment shifts Pillsbury to the 8:30-9 p.m. period on an alternating week basis with General Motors (Frigidaire).

Toni has been alternating sponsorship of the *Friends* show in the 8-8:30 slot with Pillsbury, picking up Mr. Godfrey in October of 1949. It also sponsors the Tuesday and Thursday 10:45 a.m. segment of the morning Godfrey show—simulcast—and a similar Friday slot on alternating weeks on CBS Radio.

NEW BUSINESS

SPOT

Westmore Cosmetics announces big spring advertising campaign starting in March. Radio and tv test spot announcement campaign will be used. Agency: Kiesewetter, Baker, Hagedorn & Smith, N. Y.

Great Atlantic & Pacific Tea Co., Chicago, buys 1,200 announcements per year on run-of-station time over WGN-TV Chicago for 52 weeks starting Feb. 1. Agency: Paris & Peart, N. Y.

Scudder Food Products, Monterey Park, Calif., to sponsor on alternate weeks *Annie Oakley*, tv series distributed by CBS-TV Film Sales, on KMJ-TV Fresno, KCCC-TV Sacramento and KBTV (TV) Denver. Agency: BBDO, L. A.

General Foods (Log Cabin Syrup) and **Waffle Corp. of America** (Frozen Downyflake one minute waffles), to start Feb.-March waffle and syrup promotional campaign. Radio and tv will be used. Agency for Waffle account is J. M. Korn & Co., Phila.; for Log Cabin Syrup, Benton & Bowles, N. Y.

Sues, Young & Brown Inc., L. A. (wholesale tv set and appliance dealers), starts five-weekly half-hour *Harry Koplan-Rosemary LaPlanche Show* on KHJ-TV Hollywood for 26 weeks from Feb. 15. Firm also plans saturation announcement campaign of 1400 spots on 10 L. A. area radio stations for 8 weeks from Feb. 8. Agency: Dan B. Miner Co., L. A.

NETWORK

d-Con Co. (insecticide) buys for 13 weeks *Country Tune Parade* on 113 NBC radio stations, Saturdays, 9-9:15 p.m. CST, starting March 6. Agency: Marfree Adv. Corp., N. Y.

Johnston & Johnston Inc., L. A. (Tafon reducing aid), starts 15 minute segment of *Bob Crosby Show* on CBS-TV, Mon.-Fri., 12:30-1 p.m. PST, for 52 weeks from Jan. 26. Firm will also sponsor *Afternoon Wrestling at Hollywood Legion Stadium* on CBS-TV, 1-2 p.m., Feb. 6, Mar. 6, April 3 and May 1. Additionally, firm started three hour weekly *Town Hall Party* on KTTV (TV) Hollywood for 13 weeks from Jan. 2. Agency: Frank G. Miller Inc., L. A.

Crosby Demonstrates Sound Tape on Film

New process is developed by Minnesota Mining & Mfg. Co. and said to promise distortion-free sound.

A SOUND TAPE laminated directly onto 16 and 35 mm film for use instead of present sound tracks was demonstrated in Hollywood last week by Bing Crosby Enterprises Electronics Division, West Coast distributors for the new system.

The new process, "Scotchstripe," was developed by Minnesota Mining & Mfg. Co. and currently is in use by the Air Force, Navy and the Atomic Energy Commission. It is described as promising distortion-free sound, with a range of 50 to 7500 cycles, compared to the estimated 150 to 3500 cycles produced by present sound systems, at no additional cost, according to Frank Healey, BCE electronics executive director. He said most good quality tv sets have untapped sound ranges up to 8000 cycles.

The laminated tape sound track requires magnetic 16 mm projection machine heads, recently marketed by RCA for around $97. Mr. Healey said NBC-TV already has 35 mm magnetic head projection machines in New York and Hollywood, adding that Ampex Corp., also represented by BCE on the West Coast, shortly will market a magnetic projection head.

Ordinary sound recording practices are used until the film is edited and the final synchronized sound track then is recorded on a tape about 2.5 mm wide, which is laminated onto the release print by a special machine perfected by MM&M. Ampex also will market a machine which will re-record up to 30 tape tracks simultaneously for additional prints, Mr. Healey said.

The 2.5 mm tape can be laminated onto unexposed film for direct sight and sound recording but presents editing problems, especially the 24-frame difference between sight and sound, which makes editing difficult, he said. He envisaged this latter use for quick kinescopes, however.

The new process, under development two years, will be used soon on two unrevealed NBC-TV shows, Mr. Healey said. Full use to tape and film regular programs in the tv industry, however, is not expected until fall, he said.

TPA Names Capp to Head New Special Services Unit

REORGANIZATION of the merchandising department of Television Programs of America, New York, tv film producers and distributors, to include a newly-formed special services division was announced last week by Michael M. Sillerman, executive vice president.

The new division will be headed by Jerry Capp, TPA national director of advertising and promotion, and will concentrate on special local and regional campaigns for sponsors of the company's tv film series. He said the department will be responsible for the creation of ideas, premiums and novelties to fit the need of local and regional advertisers, and represents an addition to the regular merchandising program offered to sponsors of TPA's *Ramar of the Jungle* and *Your Star Showcase* series.

Film Exceeds Live

AVERAGE hours of film programming exceeded live in all sizes of tv markets, averaging 10:37 hours of live and 26:54 of film in markets of less than 50,000 tv families and 32:50 of live and 42:20 of film in markets over 1,000,000 tv families, according to a survey by NARTB. The markets were incorrectly identified in the Jan. 18 B•T.

Sisson Named Director Of NBC Film Division

APPOINTMENT of Edgar G. (Ted) Sisson as director of the NBC Film Division was announced last week by Carl Stanton, NBC vice president in charge of the division. In his new post, Mr. Sisson will report to Mr. Stanton, who held the position of director until his promotion last month, succeeding Robert W. Sarnoff, currently executive vice president of NBC [B•T, Dec. 14, 1953].

MR. SISSON

Mr. Sisson is a veteran of more than 20 years in radio and television programming and production. He joined the NBC Film Division in Dec. 1953 as associate director, and previously had been associated with N. W. Ayer & Son as director of programs and programming.

In his new post, Mr. Sisson is responsible for administering activities, which include the sale of more than a dozen syndicated film series, advertising and sales promotion, kinescope operations and the NBC film library.

FILM SALES

Guild Films Co., N. Y., has announced sales of *Joe Palooka Story* series to WWOR-TV Worcester, KFOR-TV Lincoln and KWFT-TV Wichita Falls, Tex.; *Liberace Show* to WWOR-TV, KVOS-TV Bellingham, Wash., and **Hugh Deadwyler** agency, Charlotte, and *Life With Elizabeth* to WWOR-TV.

KTLA (TV) Hollywood has acquired two-year, eight-run rights to five theatrical motion pictures originally released between 1950-52. Negotiated with **Comet Television Films Inc.** were "D. O. A.," starring **Edmond O'Brien;** "Impact," **Brian Donlevy;** "Second Woman," **Robert Young;** "Quicksand," **Mickey Rooney.** "Young Lovers," starring **Sally Forrest** and **Keefe Brasselle,** is distributed by **Artists Distributors Inc.**

NBC Film Division announced last week that latest sales have raised total markets on *Inner Sanctum* to 64; *Badge 714,* 130; *Captured,* 90, and *Victory at Sea,* 91.

CBS-TV Film Sales announced last week that the new *Ranger Rider* tv series has been sold to Union Oil Dealers of Las Vegas for showing over KLAS-TV Las Vegas and to Kellogg Co., Battle Creek, Mich., for WCBS-TV New York, and KMJ-TV Fresno.

GMC IN TV, P&G IN RADIO TOP NOV. NETWORK CLIENTS

PIB figures show Procter & Gamble spent nearly $2½ million on both radio and tv network time during November of 1953. Statistics also indicate differential created by lack of political business then as contrasted to the election-year windfall in November of 1952.

PROCTER & GAMBLE Co. in November 1953 was top broadcast network client, spending $2,365,030 (before discounts) for time on the nationwide radio and tv networks. P & G also was first among radio network clients, but for the second consecutive month the soap manufacturing company lost first place among tv network advertisers to General Motors Corp.

Gillette Co., which in October pushed ahead of P & G to rank second among tv network sponsors because of the World Series telecasts [B•T, Dec. 21, 1953], did not even make the first ten tv list for November, although it ranked sixth among radio network advertisers. Figures are compiled by B•T from records of advertisers' network time expenditures, itemized program by program, by Publishers' Information Bureau.

Fact that General Motors led the November tv network clients but did not buy enough radio network time to be included among the top ten users of that medium emphasizes the greater use automotive network advertisers are making of tv than radio, shown in the product group billings. In November, automotive advertisers used $2,622,904 worth of tv network time, more than twice the $1,034,078 this group spent for radio network time.

Lack of political business in November 1953, contrasted to the last minute pre-election splurge made by both major parties in the first days of November 1952, accounted for about half of the $600,000 decrease in radio network time sales from one November to the next. Tv networks also had over $300,000 in political advertising in November 1952 which did not recur in 1953, but television's acceleration was so rapid in 1953 that despite this loss the November gross for tv networks was nearly $7 million ahead of that for November 1952.

Ten Top Radio Network Advertisers in Nov. 1953

1.	Procter & Gamble Co.	$1,132,160
2.	Miles Labs	626,487
3.	General Foods Corp.	555,165
4.	Sterling Drug	530,881
5.	Colgate-Palmolive Co.	486,836
6.	Gillette Co.	457,606
7.	Lever Brothers Co.	436,001
8.	American Home Products Corp.	424,870
9.	Liggett & Myers Tobacco Co.	415,791
10.	Kaiser Motors Corp.	273,393

* * *

Top Ten Tv Network Advertisers in Nov. 1953

1.	General Motors Corp.	$1,515,327
2.	Procter & Gamble Co.	1,232,870
3.	Colgate-Palmolive Co.	1,000,168
4.	R. J. Reynolds Tobacco Co.	811,721
5.	Westinghouse Electric Corp.	729,507
6.	American Tobacco Co.	717,277
7.	General Foods Corp.	653,000
8.	Liggett & Myers Tobacco Co.	546,601
9.	General Mills	498,589
10.	Lever Brothers Co.	487,607

* * *

Leading Radio Network Advertisers by Product Groups During Nov. 1953

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 33,631
Apparel, Footwear & Access.	Knomark Mfg. Co.	67,611
Automotive, Auto. Access. & Equip.	Kaiser Motors Corp.	273,393
Beer, Wine & Liquor	Anheuser-Busch Inc.	142,143
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	66,693
Confectionery & Soft Drinks	William Wrigley Jr. Co.	133,675
Consumer Services	AT&T Co.	78,440
Drugs & Remedies	Miles Labs.	626,487
Food & Food Products	General Foods Corp.	537,376
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	98,940
Household Equip. & Supplies	Philco Corp.	114,933
Household Furnishings	Owens-Corning Fiberglas Corp.	42,450
Industrial Materials	Johnston & Johnston	2,822
Insurance	Prudential Insurance Co. of America	65,508
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	102,393
Office Equip., Stationery & Writing Supplies	Hall Brothers	84,605
Publishing & Media	First Church of Christ Scientist	14,508
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	87,140
Retail Stores & Direct by Mail	Dr. Hiss Shoe Stores	1,545
Smoking Materials	Liggett & Myers Tobacco Co.	415,791
Soaps, Cleansers & Polishes	Procter & Gamble Co.	736,954
Sporting Goods & Toys	Walking Doll Co.	79,867
Toiletries & Toilet Goods	Gillette Co.	457,606
Transportation	Assn. of American Railroads	78,810
Miscellaneous	CIO	101,911

* * *

Leading Tv Network Advertisers by Product Groups During Nov. 1953

Apparel, Footwear & Access.	Knomark Mfg. Co.	$ 75,726
Automotive, Auto Access. & Equip.	General Motors Corp.	1,445,975
Beer, Wine & Liquor	Pabst Brewing Co.	196,064
Bldg. Materials, Equip. & Fixtures	Sherwin-Williams Co.	47,280
Confectionery & Soft Drinks	Coca-Cola Co.	188,144
Consumer Services	Electric Co.'s Advertising Program	52,404
Drugs & Remedies	American Home Products Corp.	295,449
Food & Food Products	General Foods Corp.	653,000
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	105,297
Household Equip. & Supplies	Westinghouse Electric Corp.	729,507
Household Furnishings	Armstrong Cork Co.	112,740
Industrial Materials	Reynolds Metals Co.	145,320
Insurance	Prudential Insurance Co. of America	107,721
Jewelry, Optical Goods & Cameras	Speidel Corp.	121,419
Office Equip., Stationery & Writing Supplies	Hall Brothers	188,500
Publishing & Media	Curtis Publishing Co.	6,569
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	198,942
Smoking Materials	R. J. Reynolds Tobacco Co.	811,721
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,232,870
Sporting Goods & Toys	American Metal Specialties Corp.	36,921
Toiletries & Toilet Goods	Colgate-Palmolive Co.	805,077
Transportation	Greyhound Corp.	90,573
Miscellaneous	Quaker Oats Co.	111,570

* * *

Gross Radio Network Time Sales, by Product Groups for Nov. & Jan.-Nov. 1953, Compared to 1952

	Nov. 1953	Jan.-Nov. 1953	Nov. 1952	Jan.-Nov. 1952
Agriculture & Farming	$ 90,482	$ 1,093,636	$ 81,636	$ 690,208
Apparel, Footwear & Access.	137,713	1,112,827	64,713	341,201
Automotive, Auto. Access. & Equip.	1,034,078	7,129,699	639,603	3,854,586
Beer, Wine & Liquor	151,282	1,690,096	144,265	1,965,862
Bldg. Materials, Equipment & Fixtures	131,695	1,421,941	70,423	949,104
Confectionery & Soft Drinks	201,574	2,796,354	318,363	4,959,502
Consumer Services	226,513	2,168,957	193,576	2,040,373
Drugs & Remedies	1,753,963	19,230,599	1,800,201	19,014,913
Entertainments & Amusements	.....	8,936	.....	6,090
Food & Food Products	2,785,930	32,076,553	3,105,623	33,382,069
Gasoline, Lubricants & Other Fuels	461,317	4,420,957	365,759	4,733,701
Horticulture	.....	107,324	.....	113,151
Household Equipment & Supplies	414,225	6,291,696	701,388	5,042,419
Household Furnishings	58,296	1,636,016	190,596	1,292,011
Industrial Materials	2,822	746,453	223,939	1,877,334
Insurance	173,333	2,033,751	229,261	3,082,179
Jewelry, Optical Goods & Cameras	166,837	969,714	161,120	878,007
Office Equip., Stationery & Writing Supplies	108,086	596,699	83,150	576,095
Political	.....	779	303,785	1,700,569
Publishing & Media	43,321	249,758	11,398	517,754
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	250,207	2,220,444	231,144	1,563,997
Retail Stores & Direct by Mail	1,545	14,523	6,336	30,798
Smoking Materials	1,331,378	13,654,709	1,270,857	14,632,519
Soaps, Cleansers & Polishes	1,398,604	14,408,870	1,481,652	16,738,407
Sporting Goods & Toys	85,365	85,365	83,427	83,427
Toiletries & Toilet Goods	1,903,941	23,988,050	1,969,775	20,929,325
Transportation	78,810	759,883	60,554	804,938
Miscellaneous	672,903	5,423,572	486,206	4,727,295
TOTALS	$ 13,664,220	$146,338,161	$ 14,278,750	$146,527,834

Gross Tv Network Time Sales by Product Groups for Nov. and Jan.-Nov. 1953, Compared to 1952

	Nov. 1953	Jan.-Nov. 1953	Nov. 1952	Jan.-Nov. 1952
Agriculture & Farming	$	$ 4,303	$	$ .....
Apparel, Footwear & Access.	296,050	2,508,566	283,967	2,761,403
Automotive, Auto. Access. & Equip.	2,622,904	18,911,903	1,728,925	14,086,967
Beer, Wine & Liquor	644,325	4,881,163	428,251	5,063,241
Building Materials, Equip. & Fixtures	47,280	271,147	36,980	439,634
Confectionery & Soft Drinks	527,557	4,989,082	457,280	4,567,786
Consumer Services	52,404	550,119	32,070	306,828
Drugs & Remedies	998,555	8,453,018	757,674	5,282,075
Entertainment & Amusement	.....	11,428	950	3,875
Food & Food Products	4,274,875	37,488,016	2,928,685	30,551,405
Gasoline, Lubricants & Other Fuels	301,055	2,631,908	337,080	3,290,668
Horticulture	.....	6,113	.....	12,370
Household Equipment & Supplies	2,561,861	17,469,654	956,434	9,041,681
Household Furnishings	362,636	2,623,505	282,634	2,078,821
Industrial Materials	519,986	3,869,904	385,260	3,542,789
Insurance	159,937	1,315,997	86,950	490,223
Jewelry, Optical Goods & Cameras	422,247	2,700,720	263,839	2,087,329
Office Equipment, Stationery & Writing Supplies	318,560	1,518,010	100,125	1,329,235
Political	.....	5,790	307,133	1,448,092
Publishing & Media	9,839	245,327	52,389	750,808
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	510,239	3,672,611	354,927	3,682,420
Retail & Direct by Mail	.....	23,175	.....	915,842
Smoking Materials	3,341,588	32,514,437	2,601,419	25,648,130
Soaps, Cleansers & Polishes	2,115,152	20,601,641	1,785,410	18,910,868
Sporting Goods & Toys	47,678	99,401	38,045	53,103
Toiletries & Toilet Goods	3,124,395	33,022,732	2,449,404	22,253,215
Transportations	132,351	492,699	.....	.....
Miscellaneous	238,816	2,087,162	221,880	1,718,955
TOTALS	$ 23,630,290	$202,969,531	$ 16,877,711	$160,317,763

New BAR Service Plans Expansion to 14 Cities

BROADCAST Advertisers Reports, which for some months has been monitoring broadcast stations in New York, Chicago, Philadelphia and St. Louis and publishing reports of commercial activity, is expanding its service from four to 14 cities, company announced last week.

By Feb. 20, BAR will conduct regular bimonthly monitorings of stations in Washington, Baltimore, Boston, Cincinnati, Cleveland, Buffalo, Detroit, Minneapolis, Pittsburgh and Kansas City, the announcement said. Tape recordings covering all commercial spots and programs from 6 a.m. to midnight are made for a full seven-day period for network and leading independent stations in each city, and are monitored in BAR's home office in Darby, Pa., suburb of Philadelphia, with reports based on the detailed recordings.

Breakdown of Report

The BAR report for a city, if the New York radio report sent B•T with the announcement is typical, analyzes its findings in three ways: First, there is an alphabetical index of all advertisers on the monitored stations in that city, each name followed by the stations used by that advertiser in that market. Second, there is an alphabetical list of advertisers for each station, showing the nature of each commercial—time signal, station break, participation, etc.—and the time it was broadcast. Third, there is a station log, listing each day's commercials chronologically.

Stations covered in the sample New York radio report were WABC, WCBS, WMGM, WNBC, WNEW and WOR.

BAR's principals are Phil Edwards, president, who operated his own agency in Philadelphia and previously was radio and tv director for Carl Byoir & Assoc., New York, and Bob Morris, vice president and secretary, who up to last spring, when BAR was launched, operated a tv and radio packaging agency in Philadelphia.

First BAR reports, covering Philadelphia and subscribed to by several of that city's radio stations were published last May. Advertisers and agencies, as well as stations, now purchase the reports for the four cities, BAR reported. With the expansion to 14 cities, BAR plans to add to its individual city reports a multimarket report expected to be started late in February.

'Benny' Leads Nielsen Radio Network Top 10

THE *Jack Benny Show* (CBS Radio) led the list of 10 top evening once-a-week radio network shows for the week of Dec. 6-12, 1953, in number of homes reached, according to A. C. Nielsen Co. The listings for all type network shows:

Rank	Program	Homes Reached (000)
Evening, Once-a-Week		
	(Average for All Programs)	(1,925)
1	Jack Benny Show (CBS)	4,923
2	People Are Funny (CBS)	4,162
3	Our Miss Brooks (CBS)	3,983
4	Lux Radio Theatre (CBS)	3,983
5	Amos 'n' Andy (CBS)	3,804
6	Gene Autry Show (CBS)	3,267
7	My Little Margie (CBS)	3,222
8	Mr. and Mrs. North (CBS)	3,043
9	Charlie McCarthy Show (CBS)	3,043
10	You Bet Your Life (NBC)	2,999
Evening, Multi-Weekly		
	(Average for All Programs)	(1,208)
1	One Man's Family (NBC)	2,641
2	News of the World (NBC)	2,462
3	Fibber McGee (Paper-Mate) (NBC)	1,925
Weekday		
	(Average for All Programs)	(1,790)
1	This Is Nora Drake (Carter) (CBS)	2,909
2	Our Gal, Sunday (CBS)	2,730
3	Romance of Helen Trent (CBS)	2,685
4	Guiding Light (CBS)	2,685
5	Arthur Godfrey (Liggett & Myers) (CBS)	2,641
6	Arthur Godfrey (Pillsbury) (CBS)	2,641
7	Ma Perkins (CBS)	2,641
8	Wendy Warren and the News (CBS)	2,551
9	This Is Nora Drake (Toni) (CBS)	2,506
10	Backstage Wife (NBC)	2,506
Day, Sunday		
	(Average for All Programs)	(627)
1	N. Y. Philharmonic Symphony (CBS)	1,477
2	Greatest Story Ever Told (ABC)	1,253
3	Sunday Gatherin, (8:30) (CBS)	1,164
Day, Saturday		
	(Average for All Programs)	(1,029)
1	Stars Over Hollywood (CBS)	2,327
2	Mary Lee Taylor (NBC)	2,059
3	Theatre of Today (CBS)	2,014

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'53 11-Month Figures Show Tv Shipments Up 15%

SHIPMENTS of tv sets to dealers in the first 11 months of 1953 were 15% above the same 1952 period, or 6,000,380 compared to 5,208,614 sets for the two periods, according to Radio-Electronics-Tv Mfrs. Assn. November tv set shipments to dealers totaled 695,308 compared to 690,711 in October. Following are tv set shipments to dealers by states for the first 11 months of 1953:

State	Total	State	Total
Ala.	88,002	Nev.	10,380
Ariz.	36,411	N. H.	19,867
Ark.	42,364	N. J.	162,757
Calif.	477,036	N. M.	18,787
Colo.	66,755	N. Y.	549,478
Conn.	86,840	N. C.	109,398
Del.	14,342	N. D.	15,829
D. C.	48,948	Ohio	349,063
Fla.	119,783	Okla.	103,802
Ga.	104,386	Ore.	77,803
Ida.	18,802	Pa.	509,378
Ill.	378,423	R. I.	25,727
Ind.	203,360	S. C.	56,892
Iowa	140,689	S. D.	17,810
Kan.	90,015	Tenn.	100,392
Ky.	82,034	Tex.	340,846
La.	90,737	Utah	34,480
Me.	52,092	Vt.	10,874
Md.	72,348	Va.	119,172
Mass.	180,934	Wash.	132,943
Mich.	238,928	W. Va.	79,429
Minn.	110,213	Wis.	153,336
Miss.	42,719	Wyo.	3,545
Mo.	145,933		
Mont.	9,742		
Neb.	56,556	Grand Total	6,000,380

Trendex Tv Ratings: Like That Ike, Love That Lucy

TELECAST of President Dwight D. Eisenhower's speech on Jan. 4 gained a Trendex rating of 73.1 although CBS-TV's *I Love Lucy* was in first place with a rating of 51.6 for regularly-scheduled evening network tv sponsored programs for the week of Jan. 2-8. Complete listing is as follows:

1	I Love Lucy (CBS)	51.6
2	Talent Scouts (CBS)	50.3
3	Bing Crosby (CBS)	48.7
4	Dragnet (NBC)	47.2
5	Red Buttons (CBS)	40.7
6	You Bet Your Life (NBC)	40.5
7	Godfrey's Friends (CBS)	37.5
8	Toast of the Town (CBS)	36.3
9	Jackie Gleason (CBS)	35.1
10	This Is Your Life (NBC)	34.7

Hartford Uhf Study

SPECIAL American Research Bureau survey in Hartford, Conn., as of Jan. 15, shows a uhf saturation of 46.2%, according to Peter B. Kenney, general manager of WKNB-TV Hartford-New Britain. The survey was based on 1,500 calls, showing percentage of all tv homes having uhf receivers.

Tv Operators Approve Industry-ASCAP Terms

MORE than three-fourths of the nation's tv station operators have responded to the letter of the All-Industry Local Tv Music License Committee asking their opinions on the committee's proposed terms for blanket and per program licenses for the use of ASCAP music on telecasts, Dwight W. Martin, General Teleradio vice president and committee chairman, said last week.

Response was virtually completely one of approval of the committee proposals, with the majority of stations indicating that when licenses are offered they will take the blanket agreements.

Meanwhile, committee members have been discussing details of the plan informally with ASCAP representatives, ironing out differences of opinion as to how certain terms should be worded, etc., before the proposals are officially submitted to ASCAP as the desire of of the tv broadcasting industry. Pending this, the tv networks, whose blanket licenses from ASCAP expired Dec. 31, 1953, are operating under temporary extensions permitting them to use ASCAP music through January. The network negotiations for new licenses from ASCAP have been suspended for the present, as their terms traditionally have a fixed relationship to those between the individual stations and ASCAP.

Unger Sees Good Sales For Ziv's Radio 'Skelton'

BECAUSE Ziv's new daily radio half-hour transcribed *Red Skelton Show* is the first by Mr. Skelton on anything but a network basis, stations should have no trouble obtaining local sponsorship, Alvin E. Unger, sales vice president of Frederic W. Ziv Co., said in predicting stations will be principal purchasers. The Skelton series is set for release March 1 [B•T, Jan. 11].

First sales report on the program, compiled and released following Mr. Unger's statement, said sales had been made in 87 markets—directly to stations in all cases—during the first seven selling days on the series.

"Naturally, we expect to chalk up many sales among national spot advertisers and to local and regional sponsors directly," Mr. Unger said. "We will also make many sales to ad agencies for their clients. However, our initial sales indicate that stations, themselves, will be our big customers. This includes network affiliates as well as independents."

10 Stations Join KBS

KEYSTONE BROADCASTING SYSTEM's list of affiliates totals 690, with the addition of 10 stations announced by KBS. The additions, reported by Blanche Stein, Keystone station relations director, are: WBAW Barnwell, S. C.; WOOW New Bern, N. C.; KLCB Libby, Mont.; WATC Gaylord, Mich.; WBRN Big Rapids, Mich.; WKID Urbana, Ill.; WBRO Waynesboro, Ga.; WGFS Covington, Ga.; WSBB New Smyrna Beach, Fla., and KCKY Coolidge, Ariz.

NARTB COMBINED BOARDS SET NEAR-MILLION BUDGET FOR '54

Phoenix sessions schedule $910,000 for year's operations. Included in the top business: creation of a radio department, arrangement for the retirement of Judge Justin Miller as board chairman, postponement of plans for a pilot study of tv circulation.

A NEAR-MILLION dollar budget for the billion dollar business of broadcasting was allocated to run the affairs of NARTB for the 1954 fiscal year by the combined radio and television boards at meetings last week in Phoenix, Ariz.

In a Thursday-through-Saturday schedule, the separate and combined boards expanded operations in several directions and authorized the creation of a new department for radio, to be counterpart of the television structure. A radio vice president will be named, serving under the top level executive organization. The new department will absorb the functions of the Fm Department.

JUDGE MILLER

Plans for the retirement of Judge Justin Miller as chairman of the board and general counsel also were to be ratified, effective April 1, but with the provision that he be retained on a legal consulting basis, subject to call. President Harold E. Fellows is expected to assume the chairmanship's function after Judge Miller's retirement.

Judge Miller will draw a retirement annuity of $7,500 per year, plus a $5,000 retainer as consultant. He will relinquish his office at Washington headquarters, and will reside at his home at Pacific Palisades, near Los Angeles. Judge Miller also will be allowed expenses for legal duties performed at the behest of President Fellows or the board. It was surmised that Broadcast Music Inc. might retain him as special counsel, and that he might lecture on law at Stanford—a field in which he has had broad experience. He terminates more than eight years with NARTB, first as its president, and for the past three years as board chairman.

At its Thursday session, the Television Board again postponed action on a pilot study for the television circulation project originally proposed in December 1952, following a still-secret formula developed by Dr. Franklin R. Cawl, market research consultant. Network research directors, the board was told, favored the study method but there was some question as to whether it would produce the proper results.

Concluding that the pilot study would cost about $75,000, the board authorized President Fellows to name a committee of three to assess the project, and, in turn, designate an implementation committee to work out details for the pilot study. Sentiment favored financing of this project outside the NARTB.

Also adopted at the television session was a resolution instructing President Fellows to appoint a committee to develop a plan for a sales promotion project on an industry-wide basis, with a report to be presented to the next board meeting in June. This looks toward a television counterpart of the Broadcast Advertising Bureau.

The Radio Board, at its Friday session, approved revision of the Standards of Practice covering broadcasting, but the changes were largely routine with present commercial standards retained. There was some opposition.

The board approved the revision after Chairman John F. Meagher, KYSM Mankato, Minn., explained that major opposition has dissipated, and that Mutual had withdrawn previous objections.

MR. MEAGHER

Having passed preliminary muster, the joint board last Saturday was to ratify the new budget. This creates a general fund of $710,000, about $100,000 more than for 1953. A separate television budget of $232,000 also was drawn to bring the total to the near-million mark. Overall 1953 budget was $740,000, including television operations.

To establish the Radio Department to perform aural broadcast functions, the board authorized a budget of $27,500 upon recommendation of President Fellows. A vice president will be named, but Mr. Fellows has no one specifically in mind.

John Smith, fm and promotion director, will devote his entire functions to promotion, with the Fm Department abolished as such.

Basic Research Talks

There were discussions concerning fundamental research in radio, as well as the Cawl tv project. The consensus, prior to the Saturday session, appeared to be that each project should be undertaken outside the aegis of NARTB. The thought was that the radio project is a BAB function.

It was felt that a special organization, with separate funds, should be created to undertake the television project.

There was considerable travail over the attitude the association should take on the FCC's proposed rule-making for multiplexing of specialized fm services. It was felt this might establish a precedent which would open the way for subscription television as a subsidiary service. Supporters of the fm proposal contended there was no parallel, since the fm project requires a primary broadcast service with the specialized functions using the same channels at the same time. But, prior to the joint board meeting Saturday, the indication was that perhaps the whole subject should be given further study. There was the likelihood, however, that the FCC proposal would be supported by resolution.

A number of important revisions in the television code were presented to the board by John E. Fetzer, WKZO-TV Kalamazoo, chairman of the Television Code Review Board. These tighten up provisions after two years' experience under the self-regulation code. (See separate story page 38).

A code budget of $70,000 for fiscal 1954 was approved, a substantial increase. Mr. Fetzer reported his board was inclined to develop more member station monitoring for guidance of subscriber stations, with confidential reports to subscribing stations.

The board, on motion of George B. Storer, president of Storer Broadcasting Co., unanimously adopted a resolution commending the code board and Edward H. Bronson, director of code affairs.

George J. Higgins, KMBC-AM-TV Kansas City, as chairman of the Sports Committee, was to present a report on NCAA to the joint board Saturday. The committee will be represented wherever major sports groups meet to challenge the collegiate sports monopoly.

Ted Bergmann, new director of DuMont, attended his first meeting as a member of the Tv Board, succeeding Chris Witting, new president of Westinghouse Broadcasting Co.

The Television Board adopted a report offered by Clair R. McCollough, vice chairman, on a membership campaign. Under it, each district director will become a chairman, and name one tv and two radio members to a committee for each state in his district. Each will be assigned the task of bringing in two new members during the year.

Board, Committee Expenses

An allowance of $15 per day, in addition to seven cents per mile for board and committee member travel, was approved by the Tv Board on Thursday, with anticipated approval by the Radio Board on Friday. This, it was estimated, would increase travel expense by about $12,000 per year, but it was generally conceded it would hardly offset the out-of-pocket expense of board and committee members, who otherwise function without NARTB remuneration.

The subscription service for special NARTB Reports was dropped by the Tv Board, which authorized an applicant's kit to be prepared by NARTB to be provided radio members at nominal cost. The subscription charge had been $30 per month for non-members and $20 per month for members. The dues schedules for tv were left unchanged.

Assent was given by the Tv Board to a $20,000 fund for remodeling of headquarters offices in Washington, this fund to be matched by a $20,000 appropriation from the Radio Board.

Board members unable to attend and excused were Hugh K. Boice Jr., WEMP Milwaukee, detained in Washington on a tv hearing; Jack Todd, KAKE Wichita; John H. DeWitt, WSM Nashville; Paul W. Morency, WTIC Hartford; G. Richard Shafto, WIST Charlotte; A. D. Willard, WGAC Augusta, Ga. No one has been named to succeed the late Lee W. Jacobs, KBKR Baker, Ore.

Broadcaster Pyle

HOWARD PYLE, governor of Arizona, on leave from KTAR Phoenix where he was vice president and program director prior to his election three years ago, still keeps up with the business of broadcasting. Addressing the banquet of the Arizona Broadcasters Assn. at Camelback Inn last Wednesday, he spoke of his intention to return to broadcasting, which he defined as one of the "most powerful influences in the world today." He admonished the Arizona Broadcasters as well as the members of the NARTB board of directors meeting at Camelback to examine their responsibilities in the light of "what are we doing for the good of America?"

Tv Board Approves Code-Tightening Moves

A SERIES of amendments tightening commercial parts of the NARTB Television Code, proposed by the Television Code Review Board, was approved Thursday by the full NARTB Television Board at its Phoenix, Ariz., meeting (see story page 37).

John E. Fetzer, president of the Fetzer stations and code board chairman, submitted nine changes in the code language, based on two years of experience since the pact went into effect March 1, 1952. Mr. Fetzer was given a vote of praise by the NARTB board.

MR. FETZER

Only two minor amendments to the code had been adopted previously. The document will be reprinted.

Most significant of the amendments related to "Time Standards for Advertising Copy." Whereas the original terms offered time standards as suggestions only, the new language makes them flat. It now states: "In accordance with good telecast advertising practices, the time standards for advertising copy are as follows."

Another amendment covered multiple spotting. Heretofore the code made no specific reference to this practice. The amendment reads:

Even though the commercial time limitations of the code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

A new provision dealing with contests reads:

Reasonable and limited identification of prize and statement of donor's name within formats wherein the presentation of contest awards or prizes is necessary and an integral part of program content shall not be included as commercial time within the meaning of Paragraph 1 above (refers to present language of code). However any oral or visual presentation concerning the product of its donor over and beyond such identification and statement, shall be included as commercial time within the meaning of Paragraph 1 above.

Taking a crack at ad libbing by talent of products or services unrelated to a program, this amendment was adopted: "Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged."

Apropos acceptability of program material, the board approved this new provision:

Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization, such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

In that section dealing with acceptability of program material, the board amended Paragraph P to read:

Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

Paragraph B of the section on presentation of advertising was revised to tighten the cowcatcher and trailer provisions. Instead of the language "seek to avoid," the amendment states flatly that "A television broadcaster should avoid such announcements. The revised language states that the announcements should be clearly identified, "both by radio and video."

The final amendment, under time standards for advertising copy, related to Paragraph 4 on women's services, shopping guides, market information, etc. The final sentence reads:

In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

This language was deleted. Thus, the time standards otherwise specified would apply, with the original provision that they "may be waived to a reasonable extent."

The board approved an amendment in connection with meetings of the code review body. Instead of meeting four times a year in specified months, the requirement was altered to permit the board to meet four times a year at the call of the chairman on five days notice.

Arizona Broadcasters Hear NARTB Chiefs

TAKING ADVANTAGE of the presence in Phoenix of the NARTB board of directors for its winter session, the Arizona Assn. of Broadcasters paraded a million dollars worth of broadcast talent before its annual meeting last Wednesday at the Camelback Inn in a largely "off-the-record" meeting.

Among those who formally addressed the session were Robert K. Richards, NARTB's administrative vice president; Thad H. Brown Jr., NARTB vice president and television counsel; Hal Roach Sr., the Hollywood producer who was among the first to recognize the potential of television in Hollywood affairs, and George J. Higgins, vice president and general manager of KMBC-AM-TV Kansas City, in his capacity as chairman of the NARTB Sports Committee.

The some 50 broadcasters also heard impromptu remarks from NARTB Board Chairman and General Counsel Justin Miller, as well as reports from some of its own members, including Dick Lewis, KTAR Phoenix, chairman of the Legislative Committee; Attorney Sid Moeur, on anti-advertising legislation; Howard Loeb, KRIZ, and William J. Lester, KOY, on group task force selling of radio following the Tulsa and Toledo plans, and Ed Janney, KOY chief engineer, on remote transmitter operation.

Reviewing the Washington scene, Mr. Richards said the biggest enigma was the FBI investigation of advertising [B•T, Jan. 18], what it meant and where it is headed.

Mr. Richards paid tribute to the FCC and more particualrly to FCC Chairman Rosel Hyde on the "tremendous job" done in handling the television work-load and in clearing the FCC dockets generally.

Mr. Roach, rugged individualist in Hollywood's motion picture colony, suggested a revolutionary approach to future tv film programming. He advocated the elimination of the network as the "middle-man," commenting that the producer could deal directly with the station on films-for-television.

Mr. Roach said television is a different business and shouldn't follow the radio format. He said that television needs a new rate structure, based on program popularity, rather than a flat rate per hour, irrespective of what the program may rate. Tv, he said, should be more like a magazine, with "multiple sponsors," and with the counterpart of "preferred positions" drawing premium rates.

Charles Garland, KOOL Phoenix, was elected president of ABA for 1954, succeeding Albert D. Johnson, KOY Phoenix. Bill Parady, KCKY Coolidge, was elected vice president; Bill Lindsey, KYMA Yuma, secretary-treasurer. Elected directors, in addition to retiring President Johnson, were C. J. Saunders, KCLS Flagstaff; Wayne Sanders, KNCA Tucson, and Willard Shoecraft, KWJB Globe.

BROADCASTERS GET SDX GROUP DUTIES

BROADCASTERS this year will play a vital role in the major activities of Sigma Delta Chi, national professional journalism fraternity, on the basis of committee assignments and appointments announced by Robert U. Brown, *Editor & Publisher*, SDX president.

Mr. Brown has named 14 committees and their membership, including one for the Advancement of Freedom of Information under chairmanship of V. M. Newton Jr., managing editor, *Tampa Tribune*.

Broadcasters and committees on which they serve include Jim Bormann, WCCO Minneapolis, Advancement of Freedom of Information; James A. Byron, WBAP-AM-TV Fort Worth, Journalistic Research; Bill Henry, NBC Washington, Historic Sites in Journalism; Richard B. Hull, WOI-TV Ames, Iowa, and Bill Ray, NBC Chicago, New Awards.

A number of executives from newspapers with radio-tv properties also will take part in committee duties.

Other committees announced by Mr. Brown are: Professional Chapter Program, Undergraduate Chapter Program, Fellow Nominating, SDX Honor Awards, Ways and Means, 50th Anniversary Arrangements, Public Relations, West Coast Convention, Headquarters Building, and Canadian-U. S. Exchange Program. Sol Taishoff, editor and publisher of B•T, will head the New Awards group.

Committee for the Advancement of Freedom of Information has been instructed, as in the past, to "take an active, aggressive leadership in the cause of press freedom and to eliminate press barriers wherever it can."

FCBA Names Welch To Succeed Albertson

VINCENT B. WELCH, senior member of the Washington law firm of Welch, Mott & Morgan, was elected president of the Federal Communications Bar Assn. Friday. He succeeds Fred W. Albertson, Dow, Lohnes & Albertson, who becomes FCBA delegate to the American Bar Assn.

Other officers elected Friday were: Percy H. Russell Jr., Kirkland, Fleming, Green, Martin & Ellis, 1st vice president; William J. Dempsey, Dempsey & Koplovitz, 2nd vice president; Thomas H. Wall, Dow, Lohnes & Albertson, secretary; Parker D. Hancock, Hogan & Hartson, treasurer.

Elected to the executive committee to fill

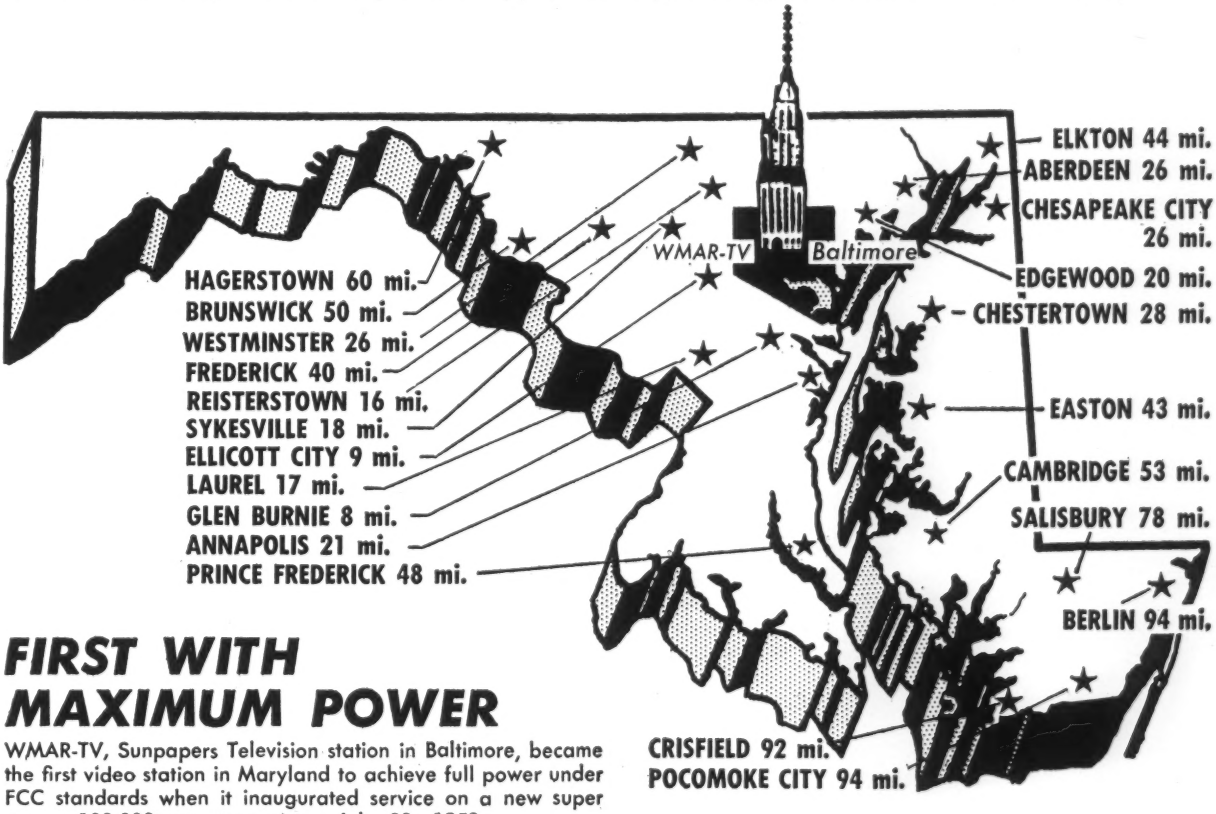
New SDX Members

SEVERAL radio-tv industry figures will be initiated into Sigma Delta Chi, national professional journalistic fraternity, on Thursday during the Georgia Radio and Television Institute on the U. of Georgia campus in Athens. They are:

Allan Jackson, CBS New York; W. Ray Ringson, WRDW Augusta; R. W. Rounsaville, WQXI, Ben Akerman, WGST Atlanta; Fred Scott Jr., WKTG Thomasville; Glenn C. Jackson, WAGA Atlanta; Charles Smithgall WGGA, Gainsville; John W. Jacobs Jr., WDUN Gainsville, institute chairman; L. H. Christian, WRFC Athens; Carter C. Peterson, WCCP Savannah; Harben Daniel, WSAV Savannah; Dean Covington, WROM-TV Rome, and George B. Cook, WGAF Valdosta.

BALTIMORE'S NEIGHBORS

From the Blue Ridge to the blue Atlantic, Maryland's communities have been bound into a closer kinship to Baltimore through WMAR-TV's 100,000 watts of maximum "super power" . . . and each of the indicated neighbors has been "saluted" in a continuing series of half hour programs that combine film sequences with personal appearances by leading personalities of each locality.



FIRST WITH MAXIMUM POWER

WMAR-TV, Sunpapers Television station in Baltimore, became the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST WITH LOCAL COLOR

The first broadcast of color slides using the new WMAR-TV color originating equipment took place in the early morning hours (after regular sign-off at 2 A.M.) on December 30th, and continued for several nights thereafter. The first announced telecast went on December 31st and on January 5th, 1954, WMAR-TV initiated regular daily color telecasts.

IN MARYLAND MOST PEOPLE WATCH

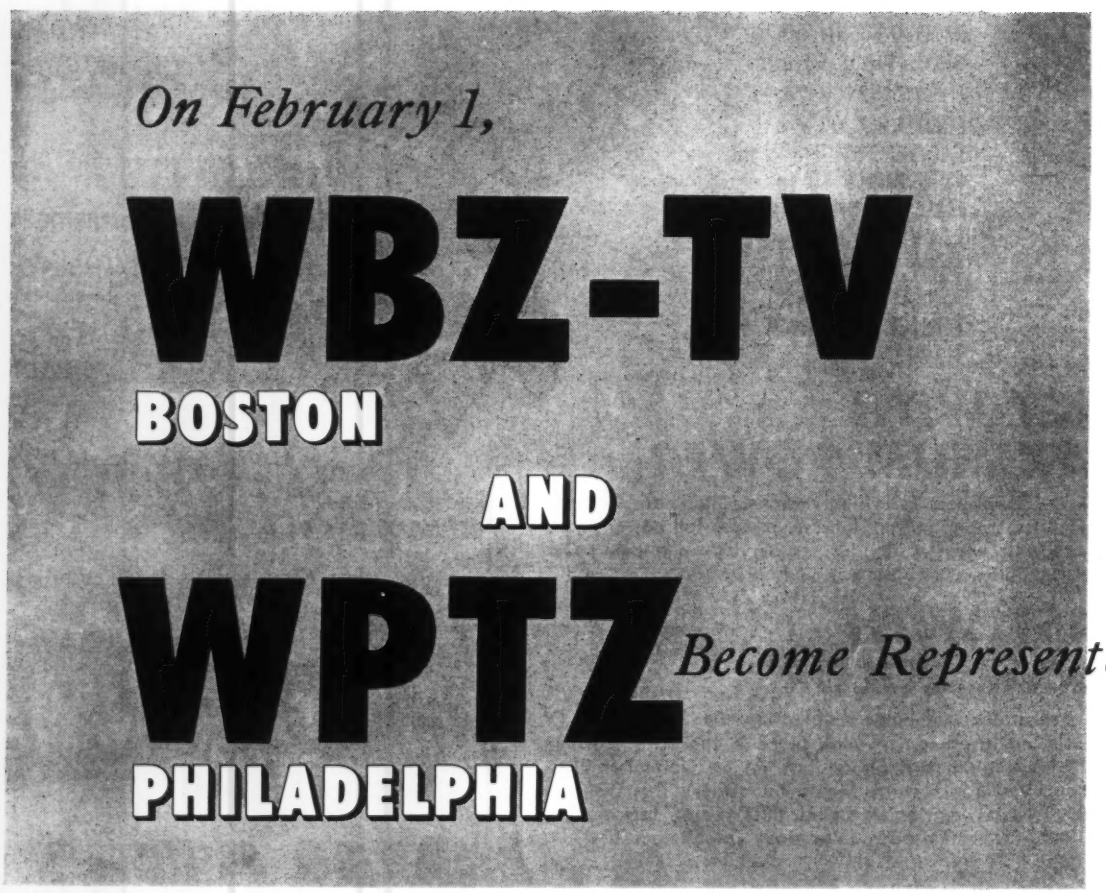
WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

These VHF Stations Serve About 35%



5% of All U.S. Television Sets

in almost 10,000,000* homes

		VHF CHANNEL	PRIMARY
EASTERN			
WBZ-TV	Boston	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WTVJ	Miami	4	ALL
CENTRAL			
WHO-TV	Des Moines	13 CP	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6 CP	CBS
WDAY-TV	Fargo	6	NBC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KMBC-TV	Kansas City	9	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
WESTERN			
KBOI	Boise—Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC

* *35.1% or 9,767,455 on January 11, 1954, according to Broadcasting-Telecasting*

FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
444 Madison Ave.
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Main 5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

Mr. Dempsey's remaining two years, was Frank U. Fletcher, Spearman & Roberson. Newly elected members of the executive committee were Robert M. Booth Jr., Bingham, Collins, Kistler & Porter, and Jeremiah Courtney. They replace Corwin R. Lockwood, Hogan & Hartson, and Vernon L. Wilkinson, McKenna & Wilkinson. Remaining on the executive committee are George O. Sutton, Leonard H. Marks, Cohn & Marks, and Stephen H. Fletcher, AT&T.

N. C. Officials, Media Hold 'Freedom' Conference

PROBLEMS involved in keeping the public's business public in relations between government and news media was discussed by some 300 radio-tv and newspaper executives, members of the judiciary and law enforcement officials at a Conference on Freedom of Information Jan. 14 at the Sir Walter Hotel, Raleigh, N. C. [B•T, Jan. 11].

The conference, sponsored by the Freedom of Information Committee of North Carolina Associated Press Members, featured a keynote address by Gov. William Umstead, a luncheon address by J. Russell Wiggins, managing editor of the Washington *Post* (WTOP-AM-FM-TV), and panel discussions.

Mr. Wiggins, who also is chairman of the American Society of Newspaper Editors' Freedom of Information Committee, was introduced by Gordon Gray, president of the U. of North Carolina and publisher of the Winston-Salem *Journal-Sentinel* (WSJS-AM-TV).

Charles H. Crutchfield, executive vice president and general manager of WBT-AM-FM, WBTV (TV) Charlotte, moderated a panel on relations between judiciary and media.

Among other panelists were Ward A. Coleman, general manager, WENC Whiteville and president of the N. C. AP Broadcasters; Gaines Kelley, general manager, WFMY-TV, Greensboro; Miles Wolff, Greensboro *Daily News;* C. A. McKnight, Charlotte *News;* Weimar Jones, Franklin (N. C.) *Press;* D. Hiden Ramsey, general manager, Asheville *Citizen-Times* (WWNC), moderator of the panel with law enforcement officials; James McNeil, general manager, WSTB Lumberton, and president, N. C. Assn. of Broadcasters; Holt McPherson, editor, High Point *Enterprise* (WHPE-AM-FM); Sam Ragan, managing editor, Raleigh *News & Observer* (WNAO-AM-FM-TV).

LOOK TO RADIO, NAEA DELEGATES TOLD

Newspapers urged to take advantage of methods of broadcast media at National Adv. Executives Assn. meeting.

NEWSPAPERS might do well to seek a closer relationship between advertisers and editorial personalities as in the broadcast media, and find a new and refreshing approach to newspaper advertising if they would sell their clients' products, the National Advertising Executives Assn. was told last week.

These thoughts were driven home to over 900 NAEA members at the association's 44th annual convention at Chicago's Edgewater Beach Hotel Jan. 17-20.

MR. BERNARD

Radio and television commanded a large share of the convention's time, but there was little indication of any wholesale onslaught on the broadcast media by the American Newspapers Publishers Assn.'s Bureau of Advertising.

Their consensus seemed to be: Television is here to stay but we can carry the ball for the advertisers better and cheaper in the long run.

ANPA's advertising bureau made plain that auto manufacturers must be resold on newspapers "as their basic advertising medium" and warned that automotive advertising "continues to be a top target for every medium."

Lawrence T. Knott, *Chicago Sun-Times,* outgoing NAEA president, apprised NAEA members that newspaper advertising in 1953 "will top any year on record," with a boost of 4.1% over 1952 in some 52 cities. According to *Media Records,* "general advertising was up 6.9%, automotive 30.3%, total general and automotive gained 12.4%." Total newspaper advertising since 1933, the "low year," has risen 145% while automotive went up 123%.

Arthur A. Porter, vice president of Leo Burnett Co., Chicago, noted that in 1952 newspapers got only 28.8% of all national advertising dollars (newspapers, magazines, radio and television) compared to 41% in 1935 (newspapers, magazines and radio) and has lost 30% of its share of the market.

In 1935, he said, the newspaper was the "leading national advertising medium" with the largest percentage of all national dollars, but dropped to second in 1952 "and when the results are tallied it may be third in 1953."

By contrast, television got 9% of the national ad dollars in 1950, 21% in 1952 and "may account for something around one-third of all the national dollars" in 1953.

"Whenever a major advertiser decides to spend $2 million for a network television show, the share of dollars for which the *Chicago Tribune* or the *Waterloo Courier* can compete has shrunk considerably," he pointed out.

Radio-Tv Format

Pointing out that personal salesmen in video —the Godfreys, Garry Moores and Linkletters —"have proved to be highly effective movers of merchandise for their sponsors," Mr. Porter raised the thought that the sponsor format of radio-tv might perhaps be applied to various newspaper features and columns. He noted some trends in this direction already.

ANPA's presentation concerned reports on retail practices of Sears, Roebuck, and Woolworth Co.; newspaper advertising potential among chain stores and selling techniques.

Harold S. Barnes, director of ANPA's Bureau of Advertising, told NAEA members that "competition for (spendable) dollars has kept pace with the increase in those dollars," and warned that "many of us have been lulled into a sense of false security by constantly mounting advertising budgets." As to media costs, he said, "the lion's share of each added dollar has gone into added coverage."

ANPA's work with large and regular newspaper advertisers was illustrated in the example of Sears, Roebuck—"newspapers best customer" and "an advertising plum which the Jack Horners of radio and magazines would like to put their thumb into."

Ray Scott, retail sales manager, ANPA Bureau of Advertising, said "We have shown our best customer that newspapers are better equipped to service its needs and can produce far better results than any other advertising medium."

Need Better Tools

"Successful selling in '54 is going to take better tools and techniques," Edward H. Burgeson, ANPA advertising bureau retail director, told NAEA delegates. ANPA also made available various sales aids designed to aid advertising managers in selling space to automobile manufacturers.

A suggested automotive presentation booklet titled "How Many Wheels Is Your Car Rolling On?" contains optional radio and tv supplements in response to requests for broadcast media data from certain pre-tested markets. Newspaper advertising executives are apprised of ratings for the highest-rated automotive radio and tv shows and a breakdown of tv counties by states based on NBC estimates of May 1, 1953. The booklet on tv is stamped "confidential" for use by ANPA members.

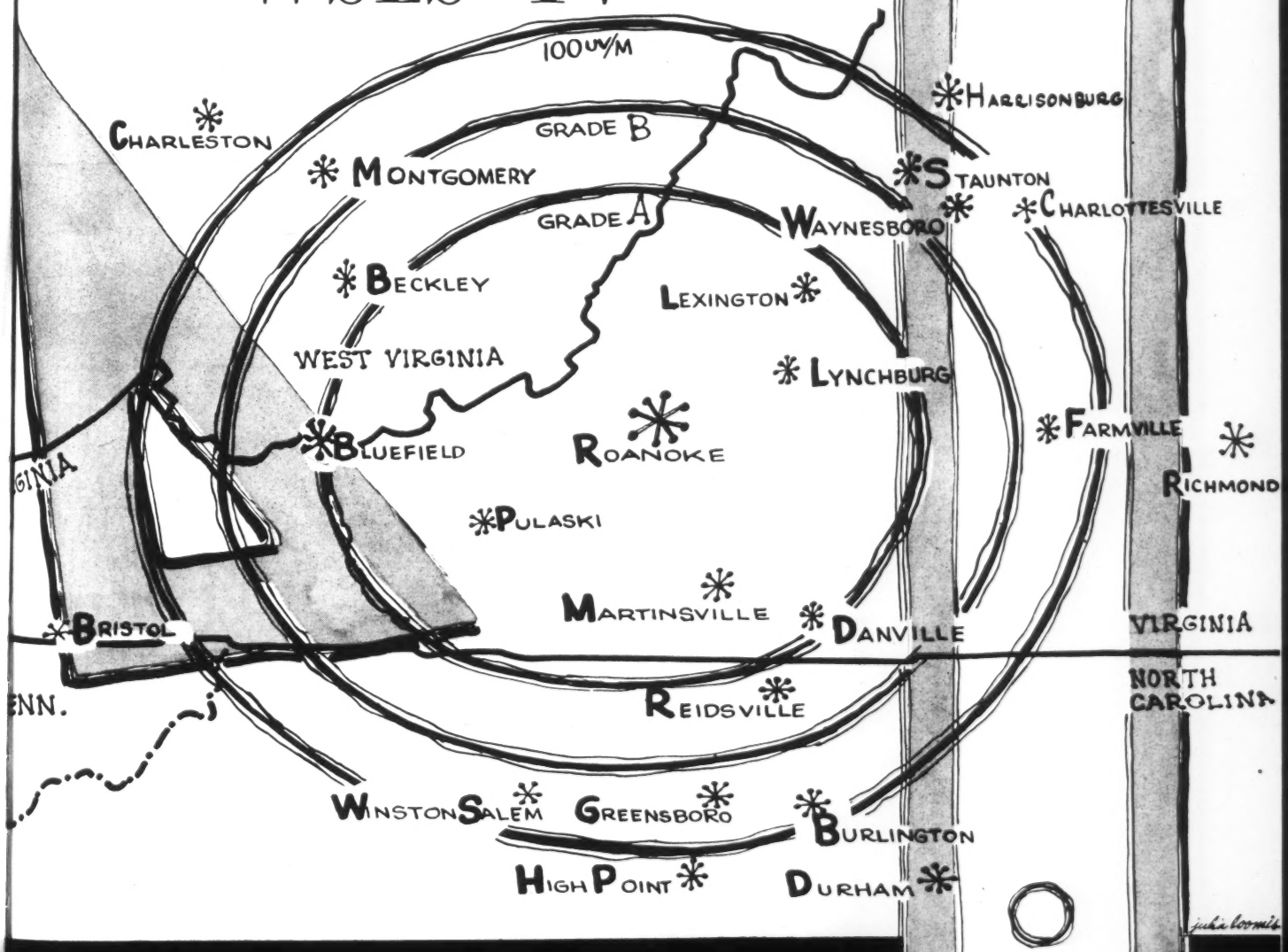
Arthur Motley, president of Parade Publications, told delegates that "television is a good medium, and it is here to stay, but it won't put us out of business." He implied that large advertisers won't stick with tv because of the

THESE principals at the Freedom of Information Conference Jan. 14 at Raleigh, N. C., are (l to r): Gordon Gray, Winston-Salem *Journal-Sentinel* (WSJS-AM-TV), president, U. of North Carolina; J. Russell Wiggins, Washington *Post* (WTOP-AM-FM-TV); Charles H. Crutchfield, WBT-AM-FM, WBTV (TV), and D. Hiden Ramsey, Asheville *Citizen-Times* (WWNC). All took active part in the meeting.

drafted for complete coverage

WSLS-TV

312,240 people
38,480 families



CHANNEL 10
ROANOKE, VIRGINIA
SHENANDOAH LIFE STATIONS, INC.

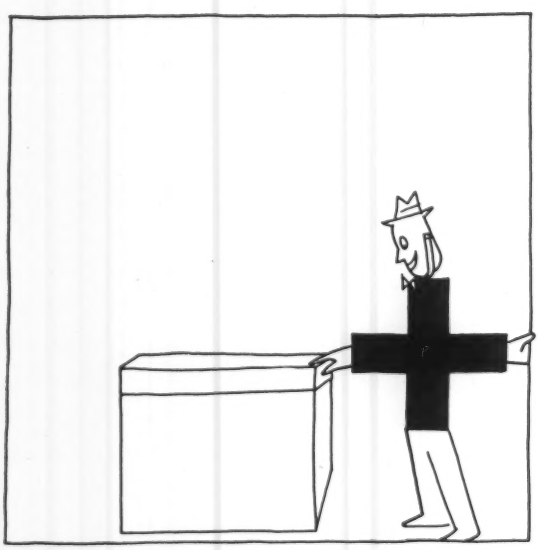
WSLS AM-FM-TV

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

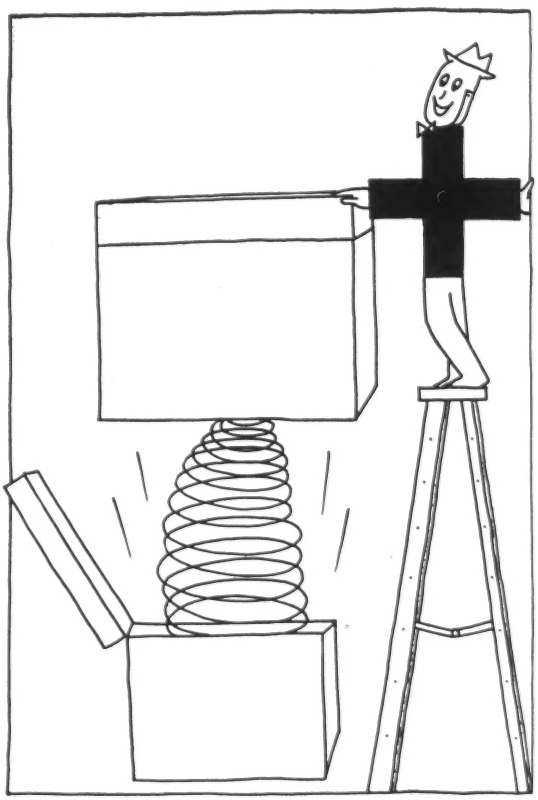
SURPRISE!

AUDIENCES 17% BIGGER HERE!

Mister PLUS discloses
lively doings after dark on the
Mutual Radio Network

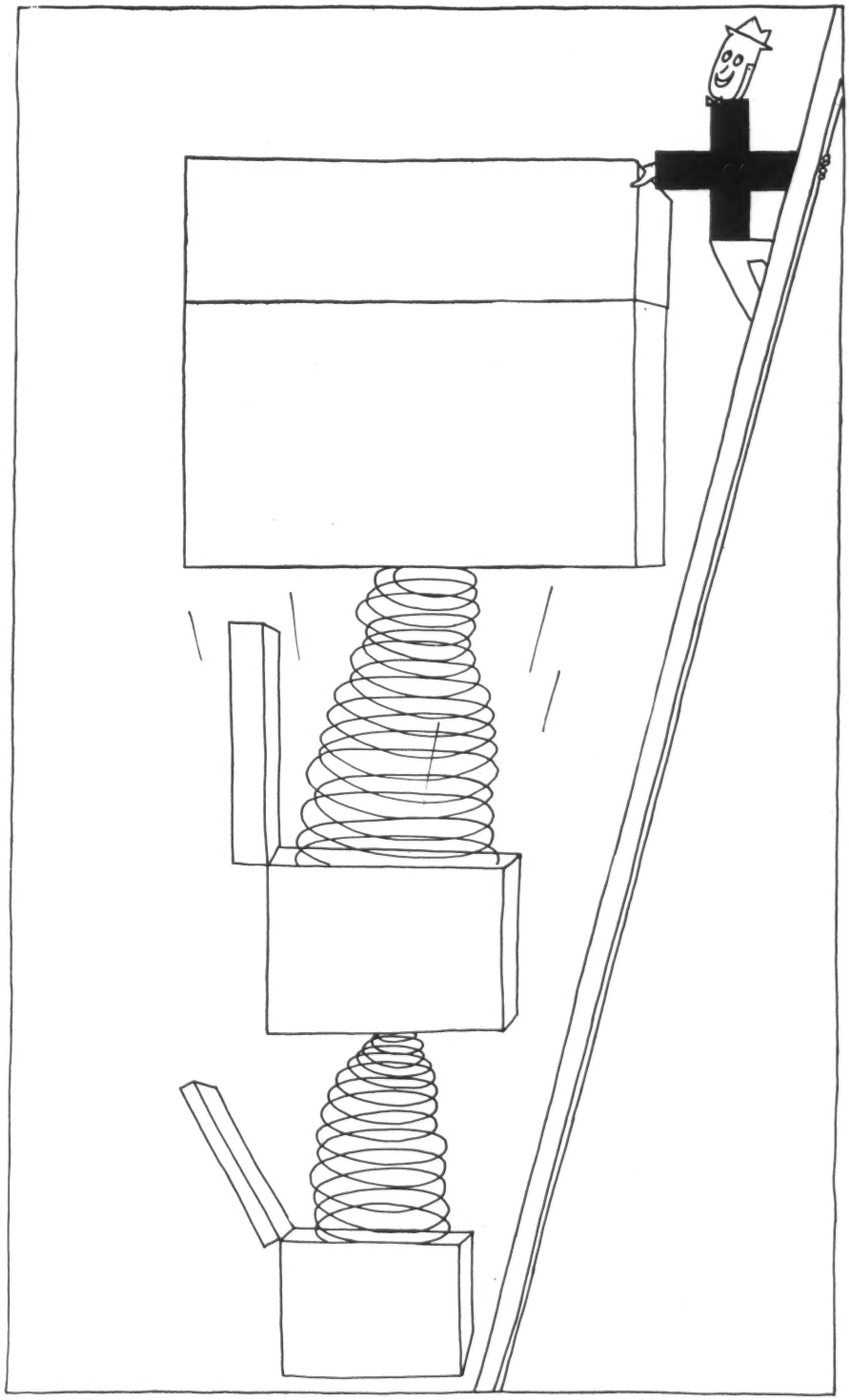


TIME: January, 1952.
EVENT: MBS presents *Multi-Message Plan.*
SCOPE: Ten star shows added to evening lineup; national participation provided in top five (Monday-Friday, 8 pm) for unprecedented cumulative-reach effectiveness.
RESULTS: First-year sponsors include *General Mills, R. J. Reynolds Tobacco* . . . total: 7.



TIME: January, 1953.
EVENT: MBS *improves* Multi-Message Plan.
SCOPE: Nighttime radio given additional boost by revamp of 8 pm lineup on MBS; preceded by news and followed by strip of drama and quiz programs at 8:30.
RESULTS: Ratings soar 17% on MBS (off 13%, 25%, 23% on other nets)*; 2nd-year sponsors include *Bromo-Seltzer, General Mills, Lever Bros., P.&G., Reynolds Tobacco* . . . total: 13.

*Nielsen Ratings, All commercial competition 8-8:30 p.m., Mon.-Fri., Jan.-Oct. '52 vs. Jan.-Oct. '53 (July-Sept. hiatus).



TIME: January, 1954.
EVENT: MBS improves Multi-Message *further.*
SCOPE: Three strongest shows in '53 lineup now augmented by Squad Room and Madeleine Carroll; Multi-Message array now preceded by Perry Como and Eddie Fisher at 7:45 pm.
RESULTS: Still greater reach, economy, sales-profit for still more clients; better entertainment for more listeners; clearer proof of vitality of nighttime radio for . . . *you.*

For immediate details on remaining availabilities, reach for your phone now:

LO 4-8000..... New York
WH 4-5060.....Chicago
HO 2-2133....Los Angeles

Mutual Profit

AN ARGUMENT that broadcast and printed media can profit mutually without hurting each other was given last Monday before the National Advertising Executives Assn. by Arthur E. (Red) Motley, president of Parade Publications Inc.

He said:

"Stop worrying about television. The more stations . . . the better. . . . They are going to have less coverage with more stations and less styles per program. . . . What does it mean? You are dividing up the pie.

"When Pillsbury . . . became No. 1 in the cake mix field, they used our circulations, three pages in one medium and six in another. Look at the record. When I was there a year or so ago . . . they didn't want to change a winning formula —Godfrey, Linkletter, et al. I said, 'Pardon me while I become ill.'"

"I dont care how good Godfrey is . . . he isn't big enough to do what Pillsbury has got to do, and they know it.

"My business is better with Pillsbury . . . in spite of the fact that Mr. Godfrey is taking more money than he did before.

". . . When Procter & Gamble spent $12 million one year in television, my guys were pretty upset. It cost us all a lot of dough. It didn't stick, did it?

"Television is a good advertising medium . . . but it won't put us out of business. . . . If you guys aren't looking at cigarettes, then you ought to be, because there's gold in them thar hills, and we're the guys who are going to do the job for them where they need it. . . ."

huge cost of time and shows. (See separate story.)

How newspapers can provide merchandising service for advertisers was recounted by L. T. Beman, Chicago chapter of the American Assn. of Newspaper Representatives. He told of the use of some 400 newspapers in an advertising campaign by Anheuser-Busch (Budweiser) in which merchandising supported the program. Budweiser spent $2 million in newspapers last year. (See separate Budweiser baseball story on radio-tv allocations.) Newspapers have done an inadequate job of "advertising the promotional function they have performed" and an "excellent" one of promoting advertising, he said.

Other key speakers at the four-day meeting included Philip Graham, publisher of the *Washington Post* (WTOP-AM-FM-TV). He said he saw no need for "crawling into economic storm cellars." Mr. Graham reviewed the business and newspaper outlook for 1954 and surveyed needs in an expanding economy.

Donald M. Bernard, advertising director of the *Post*, was elected president of NAEA for 1954.

Color Competition

"IT WILL be no time at all before ROP color will compare favorably with **color tv" and thus enable newspapers to meet** competition of color television. That prediction was voiced Wednesday during the closing sessions of the 44th annual convention of the National Adv. Executives Assn. Newspaper color advertising of the ROP type—run-of-paper, or that printed on ordinary newsprint from relief prints—will parallel that used by magazines through use of a new and revolutionary plate, according to Frank Reilly, president of Lake Shore Electrotype Co.

Advertising Women Set New York Meet

EASTERN conference of the Advertising Federation of America's Women's Advertising Clubs will be held in New York Feb. 5-6, with discussion centering around the theme of "Showmanship in Advertising."

Following a welcoming party Feb. 5, the business part of the conference will start at the Savoy Plaza Hotel on Feb. 6 with a panel discussion on "Showmanship with Color," featuring Barry Wood, executive producer in charge of color coordination for NBC; Egmont Arnes, color consultant and designer; Suzanne Caygill, specialist in color research and design, and Roswell Fisher, director of production engineering for Time Inc. The luncheon meeting that day will present a guest speaker, as yet unannounced, on the subject of "Merchandising with Showmanship."

A banquet will be held the evening of Feb. 6 in the Rainbow Grill of Rockefeller Center at which Joseph A. Moran, vice president of radio and television for Young & Rubicam, will be the principal speaker. In addition, "Dr. I.Q." will conduct a full-scale quiz show with prizes for winning contestants.

The closing session on Feb. 7 will be a brunch meeting at the Hotel Pierre at which delegates will be greeted by Elon Borton, president of AFA; Mabel Obenchain, vice president of AFA, and Helen Holby, director of AFA Club Services.

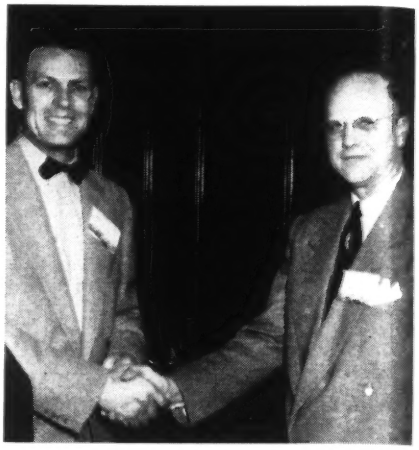
Hulda Kloenne, chairman of arrangements for the conference, said record-breaking attendance for the eastern meeting is indicated.

Media Choice Discussed At RTES Workshop in N. Y.

PROBLEMS in selecting media for clients on the local and national levels were discussed Thursday evening by Joe Martin, director of research, Emil Mogul Co., and Donald B. Armstrong, director of research, McCann-Erickson, at a workshop session of Radio & Television Executives Society, held in the ABC studio building in New York.

The Mogul Agency has evolved an easy method of evaluating media used for Rayco auto seat covers, now advertised with local media in 85 cities, Mr. Martin said. When someone comes to a Rayco shop to have covers installed, he is there for a half-hour, a "captive audience" for a questionnaire which asks him why he came in and what advertising stimulus was involved. After collecting some 9,000 questionnaires a week for nearly two years, the agency has a pretty good idea of how to advertise Rayco covers most effectively, Mr. Martin said.

On the national level Mr. Armstrong pointed out, the approach is to determine what kind of person is the best prospect for the product and then to select the media that reach those people. As an example, he said that if the product is a dentifrice the obvious choice would be mass media. But research shows that 40% of the users of toothpaste buy 82% of all sold and further that this 40% comprises urban families with children and of better than average income. "Tv just yells at you," he commented.



CY CASPER (l), WBBZ Ponca City, outgoing president of the Oklahoma Broadcasters Assn., greets his successor, Frank S. Lane, KRMG Tulsa.

Oklahoma Broadcasters Forecast Prosperous '54

Oklahoma Broadcasters Assn. meets in Tulsa and considers salient business problems.

STATIONS in Oklahoma look forward to another high-income year after record billings in 1953, they reported at the Jan. 16 meeting of Oklahoma Broadcasters Assn. in Tulsa. Thirty-eight of the 46 stations in the state were represented.

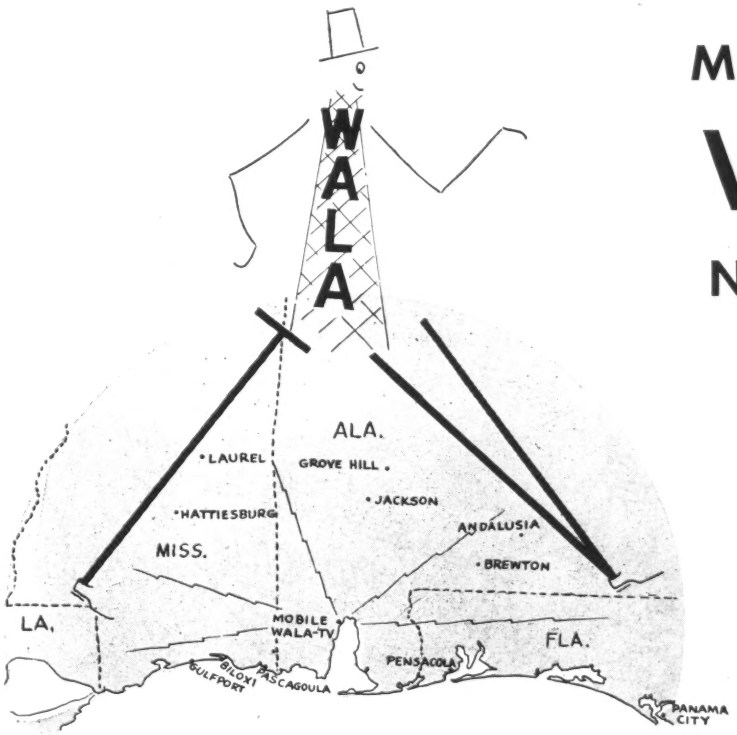
Frank S. Lane, KRMG Tulsa, was elected association president to succeed Cy Casper, WBBZ Ponca City. Elected to serve on the board were Tom Raburn, KGYN Guymon; Pat Murphy, KWSH Wewoka; Rex M. Lester Jr., KTOW Oklahoma City; John Riesen, KVSO Ardmore and Frank Wimberly, KWHW Altus. Continuing on the board are Mr. Casper; Ray VanHooser, KNED McAlester, and Guy B. Farnsworth, KCRC Enid.

Topics covered included small market problems, tax-supported television, libel and slander legislation and the Brown-Dunkin department store study [B•T, Sept. 7]. Fred Stevenson, KGRH Fayetteville, Ark., past president of the Arkansas Broadcasters' Assn., spoke at the luncheon on the importance of state associations to the small-market operator. William G. Skelly, owner of KVOO Tulsa and president of Skelly Oil Co., welcomed broadcasters on behalf of Associated Tulsa Broadcasters.

Bartley to Address Georgia Radio-Tv Meet

COMR. ROBERT T. BARTLEY will head the list of speakers at the ninth annual Georgia Radio & Television Institute Wednesday-Friday at the U. of Georgia campus in Athens, it was announced last week.

Comr. Bartley will speak at noon Friday at the institute, sponsored by the university's Henry W. Grady School of Journalism and the Georgia Assn. of Broadcasters [B•T, Jan. 11]. Other speakers not previously announced will include T. F. Flanagan, SRA managing director; Todd Storz, vice president-general manager, KOWH Omaha and WTIX New Orleans, and Ralph W. Hardy, NARTB government relations vice president.



MOBILE, ALABAMA

WALA–TV

NOW 120,000 WATTS

A Giant Step Toward Its Authorized 316,000 Watts

WALA-TV, Mobile, now gives advertisers complete coverage of northwest Florida, southeast Mississippi and all of South Alabama. Such progressive Southern communities as Pensacola and Panama City, Florida, Laurel, Hattiesburg and Gulfport-Biloxi, Mississippi, and Brewton and Atmore, Alabama—in addition to thriving Mobile—now receive WALA-TV with perfect clarity. The whole of this great Gulf region is attracting new industry, enjoying unprecedented prosperity. Its rapidly growing audience is tuned to WALA-TV because Channel 10 offers the best program schedule in the area and one of the finest in the entire United States.

Here are just a few of WALA-TV's outstanding shows

NBC

Comedy Hour, Tv Playhouse, I Married Joan, Letter to Loretta, On Your Account, Robert Montgomery, Fireside Theatre, Milton Berle, Judge for Yourself, My Little Margie, Eddie Fisher Show, You Bet Your Life, Dragnet, Winchell-Mahoney, Ford Theatre, Life of Riley, Dave Garroway, Dennis Day, Hit Parade, Amateur Hour.

CBS

Omnibus, Toast of the Town, You Are There, Private Secretary, Love of Life, Guiding Light, Brighter Day, Four Star Playhouse, I Love Lucy, Red Buttons, Garry Moore Show, Burns & Allen, This Is Show Business, Godfrey and Friends, Strike It Rich, Studio One, See It Now, Topper, Playhouse of Stars, Two for the Money, Big Top, Jackie Gleason Show, I've Got a Secret, Medallion Theatre, The Web.

ABC

Peter Potter Show, U. S. Steel Hour, Motorola Theatre, Ray Bolger, Danny Thomas, Name's the Same, Ozzie & Harriet, Pepsi Cola Playhouse.

In addition to these, WALA-TV telecasts many another famous network show, as well as excellent local productions ranking high in region-wide interest.

Now is the time to BUY on WALA-TV. Both audience and power are going up . . . up . . . UP!

REPRESENTED NATIONALLY BY HEADLEY-REED

WALA–TV

CHANNEL 10, MOBILE, ALABAMA

OWNED AND OPERATED BY PAPE BROADCASTING COMPANY

local boy
WILL TOPS BILL
Rudy Bass

makes good

Will was a rave on the Avon. In London, boffo. And for the 300 following years of legit, he's been it.

But could he repeat on television? That was the question when the University of Southern California and KNXT premiered *Shakespeare on TV.*

With USC idol Dr. Frank C. Baxter in charge of the class, Shakespeare & Baxter were an immediate hit.

They won almost 400,000 television students a week. And of them, 1,200 were enrollees signed for college credit.

The critics said "superlative!" Sylvania named them "outstanding local educational television program of the year."

And *Life:* "the Number One example . . . of the future role of television as an educational instrument."

Without a doubt, a case of local boy(s) making good. Will. Dr. Baxter. USC. And the knowing showmen at

KNXT *CBS Television's key station in Hollywood*

SENATE EXPECTED TO CONFIRM LEE FOR FCC POST THIS WEEK

Eisenhower nominee answers on McCarthy association and other questions during appearance before Senate Commerce Committee.

EVEN Senators most critical of FCC Comr. Robert E. Lee conceded late last week there was little doubt but that he would be confirmed by the Senate.

His nomination to the Commission, already approved by the Senate Interstate & Foreign Commerce Committee, comes up early this week, probably today (Monday).

It was indicated that while conceding his confirmation, some Senators, notably Sen. A. S. Mike Monroney (D-Okla.) who voted against approval in committee last week, expected to speak against Mr. Lee's confirmation on the Senate floor.

Sen. Monroney told B•T he thought there would be "several speeches."

Approval of President Eisenhower's nominee to succeed Paul A. Walker, retired, was given Tuesday in a lop-sided vote by the Senate Interstate & Foreign Commerce Committee. Of 15 Senators, 11 voted outright approval, one voted approval with a reservation, one withheld his vote, one voted against, and one had not voted as of last Thursday.

Sen. Monroney said he voted against Comr. Lee "because I don't think he has the proper qualifications for this particular and sensitive job."

Recess Appointee

Comr. Lee, a Republican, was given a recess appointment to the FCC Oct. 6, 1953, succeeding former Chairman Walker. He was nominated for the post after Congress convened earlier this month. His term would end June 30, 1960. He has been serving without the $15,000 annual salary of a Commissioner. Pay is retroactive upon confirmation.

Sen. John O. Pastore (D-R. I.), who joined with Sen. Monroney in questioning Mr. Lee closely, withheld his vote. B•T was told Sen. Pastore felt there was nothing in the hearing record that would "disqualify" Comr. Lee but that he would wish to hear more in Senate debate on the nomination.

Sen. George A. Smathers (D-Fla.) approved the nomination with a reservation. He felt Comr. Lee lacked experience.

Senate Minority Leader Lyndon Johnson (D-Tex.) had not been polled as of Thursday. But regardless of his vote, committee approval stands.

Ten of the 15 Senators on the committee at one time or another were present during the hearing. Attending were Chairman John W. Bricker (Ohio), Sens. Charles E. Potter (Mich.), John M. Butler (Md.), James H. Duff (Pa.), Frederick G. Payne (Me.), all Republicans; Sens. Edwin C. Johnson (Colo.), Lester C. Hunt (Wyo.), Pastore, Smathers, Monroney, all Democrats.

Sen. Monroney said he was not sure whether anything would come up on the floor in debate on Comr. Lee's role in the 1950 Maryland campaign [B•T, Jan. 11]. (There was no reference to this in the hearing.) He reminded that Comr. Lee did nothing wrong during that campaign but "it points up his long political association with Sen. McCarthy" and "his partisanship."

The Senator said, however, that a subject he would expect to be stressed is that objection to the nomination was warranted on the basis of a need to maintain "freedom of comment" in the U. S.

During the committee session, Sens. Monroney and Pastore expanded on this.

Sen. Monroney said his "doubts and fears come from perhaps not anything you [Comr. Lee] could possibly control but for the effect it might have on the feeling that one line of thought or one line of political partisan opinion might be in the ascendancy and would result, among the sensitive broadcasters or radio and television stations, owners, of their being fearful that unless a better break were given to one side or the other that there might be criticism or delay on renewal or a license."

Comr. Lee, who held his own against a rapid cross-fire inquiry by Sens. Monroney, Pastore and Smathers, said he was not "beholden" to Sen. Joseph R. McCarthy (R-Wis.).

Comr. Lee's statement on this subject was widely circulated. The complete question and Comr. Lee's reaction follows:

Sen. Smathers: "You have heard a lot and read a lot, as I have, and as all of us have, to the effect that you might be beholden to an individual in the U. S. Senate. It has been suggested that possibly he could come to you and say 'I want this particular party to have a grant and do not want that other party to have a grant.' What has been your reaction to those stories?"

Comr. Lee said that of course he was "very disturbed at the implication . . . Sen. McCarthy has nothing to do with this appointment. Sen. McCarthy is a friend of mine. I like him. I think he is a great guy. I certainly lean over backwards, and I don't think he would ever presume to ask me about anything pending before the Commission.'

Asked if it would have influence on him if Sen. McCarthy did ask him or "if you thought he would," Comr. Lee said "I might react to the contrary."

Sen. McCarthy was in the audience in the committee room for a time.

A number of important issues were discussed during the hearing, the following is a digest of Comr. Lee's views expressed on them.

Multiple ownership. The proposal to boost the limitation of tv stations owned by a single entity from five to seven was not final. He said he had been assured that a vote for the notice of rule making did not commit him to a final decision.

Asked by Sen. Smathers for his viewpoint

If You Had Been . . .

FROM the hearing transcript on Comr. Lee's nomination before the Senate Interstate & Foreign Commerce Committee:

Sen. Monroney: "If you had been a candidate for the position of Assistant Comptroller General and I were fortunate enough to be on the committee I would certainly be enthusiastic for your confirmation, or for the Interstate Commerce Commission or for the Budget Bureau."

Mr. Lee: "I take it you cannot be for me here." (Laughter.)

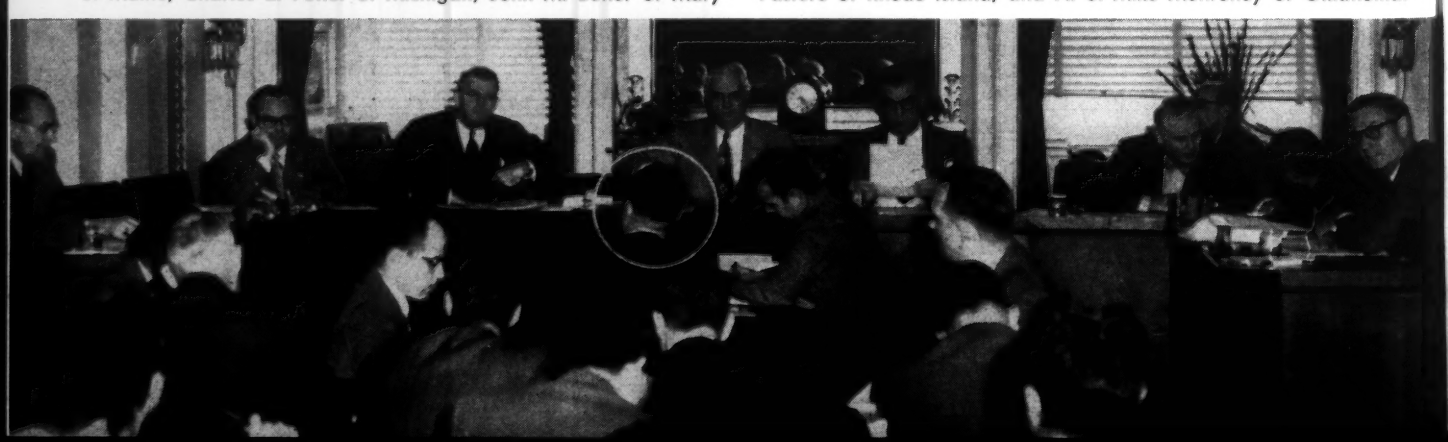
Sen. Monroney. "I will try to find out."

Mr. Lee: "I am trying very hard to be persuasive, too."

COMR. ROBERT E. LEE

It was just a ricochet romance.

COMR. LEE (circled) testifies before members of the Senate Commerce Committee. L to r: Republican Sens. Frederick G. Payne of Maine; Charles E. Potter of Michigan; John M. Butler of Maryland; John W. Bricker of Ohio (chairman); Democratic Sens. Edwin C. Johnson of Colorado; Lester C. Hunt of Wyoming; John O. Pastore of Rhode Island, and A. S. Mike Monroney of Oklahoma.



3 for 1

AP newscasts make "big" advertisers out of little ones!

Station KWBB at Wichita, Kansas, believes in drawing more flies with a honey of a deal.

In an effort to sell three important 15-minute newscasts on a long-range basis, the station offered sponsorship for all three to a trio of non-competitive advertisers—at regular card rates.

> KWBB credits each sponsor in the opening and closing, gives each a commercial during each newscast.
>
> Thus, for the price of one program alone, an advertiser can reach two additional audiences.

Milt Hall, General Manager, thinks this is an effective answer for the prospect who isn't content with a nibble but who can't otherwise afford to take a big bite.

Manager Hall couples the 3-for-1 appeal with quality of news. He says:

"Fine AP coverage is a mighty important factor in selling a newscast and keeping it sold. When you offer AP, you use a powerful argument."

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands... know the most famous brand in news is AP

if it appeared that adoption of the rule might be the beginning of monopoly in the communications field, Comr. Lee said:

"I would be against any such monopoly. If after the comments are in and if it looks to me like the people who are going to get it would further monopoly, I would be against it." Motivation for the proposed amendment was the suggestion that came from "various segments of the industry . . . that it might help this uhf problem."

He said, "There did seem to be a little inconsistency in the fact that we had a report on the status of uhf which indicated they [uhf stations] were doing fairly well. On the other hand, the report was quite old and was concerned with older uhf stations. It is currently in our study to bring that up to date."

Comr. Lee said there would be further consideration by the FCC on the percentage (minority) ownership question. "If Sen. Johnson's objections [B•T, Jan. 18] are typical of what we received, there will be considerable soul searching before anything is done."

He noted that 30 uhf CP's have been turned back compared to four or five vhf CP's and that requests have been coming in to FCC every week from uhf grantees for extension of construction time. He acknowledged that many uhf grantees were finding it difficult to obtain high-power equipment.

Strike applications. FCC has not got a "real solid one yet, but perhaps we will." He said the Commission has investigated three or four such situations of an applicant filing late for a channel throwing it into a contest and then dropping out when a financial benefit is obtained. He said FCC also was concerned with the question of who is a party in interest.

80% of Potential

General tv picture. Some 602 or 603 grants had been made to date (last Monday). This represents 80% of the potential, based on applications now on file. "In the next seven or eight months, we will wind up with some 750 grants." Some 48 or 50 awaiting action are "tough ones"—these are in competition and in hearings.

Political broadcasts. FCC expects to discuss the problem soon in relation to the forthcoming national elections (next fall).

Educational tv. He is sympathetic to educational television and assured Senators he would fight for maintenance of channels for educational institutions. He thought that there ought to be a way for a group, say the Farm Bureau, to sponsor a program on such a station.

Staff and Commission. There was criticism in past that the staff was running the FCC, but the Commission at this point is "running the show."

Newspaper ownership. He would vote against a newspaper applicant if qualifications of competing applicants for a grant are equal because he believes in diversification of media but he would not vote against a qualified applicant solely because it was a newspaper owner.

Whitefish Bay, Wis., case. Mr. Lee said the case was a hectic one with a decision 10 to 11 months away. Senators indicated great interest (see page 54 for latest court pleading in the argument).

Much of the critical questioning was based on Comr. Lee having served as a moderator for the first three shows of *Facts and Forum*, a transcribed radio forum show (and on tv), financed by H. L. Hunt, Dallas multi-millionaire and oil producer and owner of a uhf ch. 43 grant at Corpus Christi, Tex. Mr. Lee was not a Commissioner at the time.

SEN. JOHN O. PASTORE (D-R. I.) (l) fires question at Comr. Lee. Both Sen. Pastore and his fellow Democrat, Sen. A. S. Mike Monroney of Oklahoma (r), queried Comr. Lee sharply, particularly about his association with the *Facts & Forum* radio-tv show, with Dallas millionaire H. L. Hunt, and with Sen. Joseph R. McCarthy (R-Wis.).

Sen. Pastore said there were inferences in newspaper stories that "because of your presence on the Commission . . . certain pressures are being exerted on the stations to give *Facts and Forum* free time." To this, Comr. Lee answered, he thought they, the stories, "overestimate my influence."

He also denied there was any influence on the grant of the Corpus Christi station. Comr. Lee noted that the application was routine with seven Commissioners voting in favor.

Sen. Monroney pointed out that the Hunt organization is set up as a non-profit institution, and tax deductible. He criticized the program as being tax-free but carried by more than 300 radio outlets and on tv and being partial in its presentation of an issue. He said it was "loaded" by the moderator (now Dan Smoot of Dallas).

Comr. Lee said he saw no bias in the program. Sen. Monroney persisted in his belief that such a method of program ownership, if continued, could influence listeners via mass dissemination.

The Oklahoma lawmaker also brought up news reports of Sen. McCarthy having received $300,000 worth of free time from the networks to answer former President Truman's reference to "McCarthyism" in his speech on the Harry Dexter White case.

Sen. Monroney said, "At least, the press of the nation deducted that the presence of friends on the Commission had some fear element in which the networks, without orders from the FCC, did quickly yield that time . . ."

Comr. Lee observed, "I don't know why they gave the time . . ." He said it was never a subject of FCC discussion and no one discussed it with him nor had he discussed it with anyone else. Noting that there was no compulsion on the part of the network, the Commissioner said he felt sensitive to what some of the press had said—"I suppose they assumed it was news."

Commissioner Criteria

When Sen. Smathers asked what his qualifications were, Comr. Lee gave what he thought was criteria:

"First, it should be character, and, secondly, it should be the ability to operate in the public interest on an objective basis on a complicated set of facts where you would think more in terms of 160 million people rather than one."

Comr. Lee said he did not know much about the radio industry when he took office in October but now he has a grasp "of what the situation is" and has participated in all major decisions including color tv and multiple ownership, and that he had studied the channel allocation proceedings in the Sixth Report and Order and the clear channel situation.

A surprise witness was Charles Kress, a consulting engineer, who identified himself as a former mayor of Binghamton, N. Y. He said

Laurels to the Lees

EVERY YEAR the birthday of Robert E. Lee is celebrated by the laying of wreaths and a short ceremony performed at the Confederate hero's statue in the U. S. Capitol. Last Tuesday, Gen. Lee's birthday (Jan. 19, 1807) was thus marked. That same day, one floor up, at the Senate Interstate & Foreign Commerce Committee, the decision was given to newsmen: Nomination of Comr. Robert E. Lee to serve a seven-year term on the FCC—approved.

Speaking of Finances

SEN. MONRONEY, speaking about H.L. Hunt, Dallas multi-millionaire and owner of a uhf ch. 43 tv grant in Corpus Christi, Tex., noted during the hearing on Comr. Robert E. Lee's nomination Monday:

"He [Mr. Hunt] is perfectly financially able, there is no question."

Mr. Lee: "I might say he is hardly hungry, and that gives me a chance to say that I am."

Chairman (Bricker): "At this point in connection with what has been said, I think it might be as well to show in the record that Mr. Lee has been serving without pay since the time he was appointed."

BIG MIKE ...The Rancher
HAPPY NEW YEAR!
BIG MIKE... The Wholesaler
BIG MIKE... The Exhibitor
BIG MIKE... THE FARMER
SO. DAK.
NEBRASKA
IOWA
COLO.
KANSAS
Big Mike is the physical trademark of KFAB — Nebraska's most-listened-to-station
THE MIDWEST-EMPIRE STATION
1110 KC
KFAB
50,000 WATTS OMAHA CBS RADIO

he had worked as a consultant with Comr. Lee while the latter was with the House Appropriations Committee. He said Comr. Lee had integrity and capability in the public interest. He said he had tried to line up support for Mr. Lee as Assistant Comptroller General and that the appointment to the FCC was no schemed nor devised plan: "It was just a ricochet romance."

Comr. Lee said he had never been a candidate for the FCC but had been one for the Assistant Comptroller General position.

Chairman Bricker introduced in the record an editorial from the Jan. 18 issue of B•T, entitled "Lee Nomination; Season Opener," which, Sen. Bricker said, "is an article commending the appointment."

Aware Inc., self-styled anti-Communist organization in the entertainment-communications field, last week urged Mr. Lee's confirmation as a man well qualified for the job.

Palmer Wins Hot Springs Grant; Hennock Dissents

FIRST local television station for Hot Springs, Ark., was granted by FCC last week when it awarded vhf ch. 9 to Southern Newspapers Inc., headed by publisher-broadcaster Clyde E. Palmer. Comr. Frieda B. Hennock dissented, stating the hearing should have been called on issue of concentration of control over mass media of communication.

COMR. HENNOCK

Mr. Palmer is principal in KWFC Hot Springs and publisher of the *New Era* and *Sentinel-Record* there. The Palmer family also has newspaper interests elsewhere in Arkansas and Texas and controls KAMD Camden, Ark., and KCMC-AM-TV Texarkana, Tex., and has minority interests in KVMA Magnolia and KXAR Hope, Ark.

The Hot Springs ch. 9 permit specifies effective radiated power of 12.6 kw visual and 6.31 kw aural with antenna 660 ft. above average terrain. In dissenting, Comr. Hennock said:

I dissent from the Commission's grant without hearing of a construction permit for a television station in Hot Springs, Arkansas, to Southern Newspapers, Inc. Because of basic policy questions with regard to control of mass media of communications, I believe that this application should be designated for hearing.

Today's grant adds another vhf station with all the power and influence that goes with it, to the ownership of the Palmer family who already own one television station in Texarkana; own or have an interest in five am stations serving Arkansas; publish the only two daily newspapers in Hot Springs; control a number of other newspapers and have an interest in an advertising company representing 70 newspapers. Virtually all of these interests are concentrated in the southwest portion of Arkansas within a radius of approximately 125 miles.

Specifically, the newspaper and broadcasting interests of the Palmer family whose control over the mass media of communications is augmented by this grant, are as follows: Clyde E. Palmer is president and controlling stockholder of Associated Arkansas Newspapers Inc., which publishes newspapers in Hot Springs and Eldorado, Ark., and owns 33.8% of applicant's voting stock. Mr. Palmer himself is president, director and 20.5% stockholder of applicant. His daughter is secretary-treasurer-director and owner of 31.5% of applicant's stock. Two other members of the Palmer family are also directors and stockholders of applicant.

In addition to the publication of the only two daily newspapers in Hot Springs, Ark., Mr. Palmer is president and controlling stockholder of other corporations publishing newspapers in Texarkana, Eldorado and Hope, Ark.; vice president and less-than-50% stockholder in newspapers in Russellville, Ark., and Jacksonville Tex.; and has a 25% interest in an advertising company representing 70 newspapers in the southwest.

In broadcasting, the Palmer family owns controlling interest in the following radio stations: KAMD Camden, Ark.; KWFC Hot Springs, Ark.; KCMC and KCMC-TV Texarkana, Tex., a town located on the border of Texas and Arkansas; and minority interests in KVMA Magnolia, Ark., and KXAR Hope, Ark.

As already indicated the applicant here is being granted the first vhf station in Hot Springs which is 90 miles from its existing vhf station in Texarkana. The power and influence that go with a tv station in the vhf band, combined with the power and influence the Palmers already have through their vast newspaper, broadcast and other interests, may, by their sheer weight, not only adversely affect the development of competitive practices in the field of mass communications in that area but also restrict the opportunities of the people of Arkansas to receive views and information from diverse sources which is so essential to the welfare of the public.[1] Whether such concentration of the mass media in the hands of one family is in the public interest should not be determined without a hearing.

[1] cf. *Associated Press* v. *United States*, 326 U. S. 1, 20.

Veni, Vidi, But Quit

WITH the deletion by FCC last week of WPAQ-TV Mt. Airy, N. C., on uhf ch. 55, and WCOW-TV St. Paul, Minn., on uhf ch. 17, a total of 40 post-thaw tv grantees have surrendered their authorizations, chiefly for economic reasons.

Seven of the tv grants have been deleted during the first three weeks of 1954, with three others expected shortly.

The other permittees to give up grants were:

KGKL-TV San Angelo, Tex., vhf ch. 3; WTVS (TV) Gadsden, Ala. uhf ch. 21; KTVA (TV) Austin, Tex., uhf ch. 24; KMID-TV Midland, Tex., vhf ch. 2, Permian Basin Tv Co. (ch. 2 subsequently has been reauthorized to Midessa Tv Co. under same call); WROV-TV Roanoke, Va., uhf ch. 27 (the only operating grantee to drop out); KRIO-TV McAllen, Tex., uhf ch. 20; KCTV (TV) Austin, Tex., uhf ch. 18; WHHH-TV Warren, Ohio uhf ch. 67; WWOD-TV Lynchburg, Va., uhf ch. 16; KTVW (TV) Wichita Falls, Tex., uhf ch. 22; WKMI-TV Kalamazoo, Mich., uhf ch. 36; KCNA-TV Tucson, Ariz., vhf ch. 9; WLEC-TV Sandusky, Ohio, uhf ch. 42; KNDK (TV) Minot, N. D., vhf ch. 10; KBSM (TV) Bismarck N. D., vhf ch. 12; WNOH (TV) Northampton, Mass., uhf ch. 36; WVJS-TV Owensboro, Ky., uhf ch. 14; KTVR (TV) Galveston, Tex., uhf ch. 41; WRBJ (TV) Beloit, Wis., uhf ch. 57; WHKP-TV Henderson, N. C., uhf ch. 27; WSEE-TV Fall River, Mass., uhf ch. 46; WGBT (TV) Richmond, Ky., uhf ch. 60; KDIO (TV) Davenport Iowa, uhf ch. 36; KDVK (TV) Santa Fe, N. M., vhf ch. 2; WOTV (TV) Lakeland, Fla., uhf ch. 16; WCTV (TV) Flint, Mich., uhf ch. 28; WIBM-TV Jackson, Mich., uhf ch. 48; KIT-TV Yakima, Wash., uhf ch. 23; WMIL-TV Milwaukee, Wis., uhf ch. 31; WJON-TV St. Cloud, Minn. vhf ch. 7; KEPO-TV El Paso, Tex., vhf ch. 13; WFMD-TV Frederick, Md. uhf ch. 62; WBES-TV Buffalo, N. Y., uhf ch. 59; KTVF (TV) Springfield, Ore., uhf ch. 20; WNES (TV) Indianapolis, Ind., uhf ch. 67; KDEN (TV) Denver, Colo., uhf ch. 26; KICU (TV) Salinas Calif., uhf ch. 28, and WGCM-TV Gulfport, Miss., uhf ch. 56.

The three permittees soon to be officially deleted by the FCC are:

WCHV-TV Charlottesville, Va., uhf ch. 64; KEYC (TV) Cedar Rapids, Iowa, uhf ch. 20; KIRV (TV) Denver, Colo., uhf ch. 20.

WKOP Drops Ch. 40 Bid

BINGHAMTON, N. Y., uhf ch. 40 television hearing was reduced to two contestants last week as FCC granted a petition by WKOP there for dismissal of its bid. Remaining in hearing are the bids of WINR and Ottawa Stations Inc.

FCC earlier had questioned the financial representations made by WKOP in its application. WKOP is under common ownership with WLAN Lancaster, Pa., which would be denied vhf ch. 8 at Lancaster in an initial decision favoring the bid of WGAL-TV.

WCAN-TV Requests FCC Dismiss Hearst Bid

Milwaukee station continues challenge for Whitefish Bay vhf ch. 6 facility.

WCAN-TV Milwaukee last week asked the FCC to dismiss the Hearst Corp. application for ch. 6 in Whitefish Bay, Wis.

The ch. 25 WCAN-TV also notified the Commission that it intended to participate in the hearing for the Whitefish Bay frequency.

WCAN-TV's action came two days after the U. S. Court of Appeals in Washington denied its petition for an interlocutory injunction to prevent the Commission from taking any action on the assignment of ch. 6 in Whitefish Bay [B•T, Jan 18]. The court still has WCAN-TV's petition to overturn the Commission's allocation of ch. 6 to that Milwaukee suburb.

The Hearst (WISN-*Milwaukee Sentinel*) application should be dismissed, WCAN-TV said, because it proposes to locate its main studio in Milwaukee, not Whitefish Bay. Since the Commission allocated ch. 6 to Whitefish Bay because it could not, under its minimum separation rules put it in Milwaukee, the Hearst proposal circumvents the allocation, WCAN-TV declared.

In its notice to the Commission that it was a party in interest in the ch. 6 hearing, WCAN-TV said that WISN's affiliation contract with CBS Radio contained a clause giving that station first refusal rights to a CBS-TV affiliation. Thus, WCAN-TV said, if WISN were to win the ch. 6 grant, it would take the CBS-TV affiliation away from it with adverse economic effects.

Also, WCAN-TV said that the CBS Radio clause brought up a question of anti-trust violations, as well as restraints on free competition. These should be made issues in the comparative hearing, WCAN-TV said. Another issue should be diversification, WCAN-TV said, pointing to Hearst ownership of a Milwaukee newspaper and radio station.

Ch. 6 was assigned to Whitefish Bay, about five miles from downtown Milwaukee, in December, following unsuccessful moves by Hearst to have the FCC delete the educational reservation from Milwaukee's vhf ch. 10.

In addition to Hearst, other applicants for ch. 6 are WMIL Milwaukee and Independent Television Inc., composed of Milwaukee and Detroit businessmen.

Chattanooga, Stockton Vhf Grants Proposed

INITIAL decisions proposing to grant new tv stations on vhf ch. 12 at Chattanooga, Tenn., and vhf ch. 13 at Stockton, Calif., were announced by FCC last week. Both were made possible by merger agreements among competing applicants.

At Stockton, vhf ch. 13 is proposed to be granted to Radio Diablo Inc., licensee of KSBR (FM) San Bruno. The decision was enabled by the withdrawal of competitive bid of KXOB Stockton. KXOB principal Joe Gamble and his brother, broadcaster-theatreman Ted Gamble, received option to purchase 10% interest in the prospective ch. 13 operation [B•T, Jan. 4].

In the Chatttanooga ch. 12 proceeding, the proposed grant is for WDEF there. It was made possible by dismissal of competitive bids of Southern Television Inc. and Tri-State Telecasting Corp., with each receiving option to purchase 27.5% interest [B•T, Dec. 21, 1953].

102,200 FAMILIES IN OAK HILL, W. VA.?!?

NO, NOT IN OAK HILL,
BUT IN WOAY'S DAYTIME AUDIENCE!

YOURS FOR ONLY $21.60!

¼-hour, 26-time rate

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME 4-Week Cum. NCS Circ.	4-Week Cum. % *	Weekly NCS Circ.	Weekly % *	Average Day NCS Circ.	Average Day % *
	WEST VIRGINIA							
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER MONROE SUMMERS	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS BRAXTON DODDRIDGE GILMER	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS CLAY WEBSTER	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE CALHOUN JACKSON WIRT	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING BOONE	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

*=% *of Radio Homes in Area*

IF WOAY could offer you nothing more than "Metropolitan Oak Hill", we'd hardly bother you with details! But do you know of any *other* 10,000-watt daytime station that delivers so many loyal listeners for so little money — 102,200 daytime families for a mere $21.60 per quarter hour!?!

We don't even have a representative — but even so, our national business is growing by leaps and bounds. Let us give you the WOAY story, including availabilities. Address: Robert R. Thomas, Jr., Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

10,000 Watts AM

20,000 Watts FM

IKE ASKS $372,704 FCC BUDGET CUT IN FISCAL 1955 FOR RADIO-TV WORK

The FCC would get $1,231,190 for radio-tv work beginning next July 1, compared to $1,603,894 for the current period. Total FCC 1955 budget is $7,649,300.

PRESIDENT EISENHOWER'S budget for fiscal 1955 proposes that FCC trim an estimated $372,704 from its current spending on broadcast activities. This would give the Commission about $1,231,190 for its radio-tv work.

The President's budget was sent to Congress Thursday.

According to Mr. Eisenhower, the cut in FCC's broadcast activities from the present level can be attributed to "the anticipated decrease in tv backlogs by June 30, 1954, [which] permits a staff reduction in 1955."

This was the first public reference that the Commission plans to reduce the number of its employes engaged in broadcast activities.

FCC now has 17 hearing teams handling its application and hearing workloads. Last year, Congress directed $1,018,496 of the fiscal 1954 budget approved for FCC to be applied to tv application processing. At that time, it was estimated additional funds given to FCC could provide for about 24 hearing teams.

While broadcast activities and other units were trimmed, the total FCC budget of $7,649,300 is $74,544 more than the estimated figure for fiscal 1954, $7,574,756, with which the FCC now is operating. The increase shows up because of $950,000 asked for "frequency usage monitoring," a proposed new activity.

The Truman budget for fiscal 1954 asked $8.3 million for FCC. This subsequently was reduced to $7.1 million by the GOP.

Frequency Surveillance

President Eisenhower described frequency usage monitoring activity as follows: "This program will provide for surveillance of frequency usage in the radio band between 10 kc and 27.500 kc which is important to long-range communications.

"Monitoring data developed will aid in (1) assignment of frequencies and management of the radio spectrum, and (2) international negotiations involving use of radio frequencies, (3) location of clandestine stations, and (4) other national security purposes."

The budget request will be considered by the Senate and House Appropriations Committees. Their recommendations will be passed upon by the Senate and House and differences ironed out in joint conferences.

A fortnight ago, FCC made a first appearance before the House Appropriations Subcommittee on Independent Offices [B•T, Jan. 18]. The session was closed.

Breakdown of estimated allotment for fiscal 1954 and fiscal 1955, respectively, for each FCC activity, follows:

Applied Technical Research and Frequency Allocation, $423,924, $419,356; Broadcast Activities, $1,603,894, $1,231,190; Safety and Special Radio Activities, $768,191, $711,490; Field Engineering and Monitoring Activities: (a) Regular monitoring and enforcement, $2,352,437, $2,258,430, (b) Frequency usage monitoring, no appropriation, $950,000; Common Carrier Activities, $737,655, $734,740; Executive, Staff, and Service Activities, $1,369,199, $1,344,094.

The 1954 estimate above does not include the various obligations payable out of reimbursements from other accounts. Such bookkeeping is not being used in the fiscal 1955 estimates. The government's fiscal year begins July 1; hence, the budget request is for the 12-month period beginning July 1, 1954, and ending June 30, 1955.

* * *

In the budget summary, it was revealed that FCC expects to reduce the tv application workload (disposition of applications for new stations or major change in facilities). Figures show that FCC estimates it will dispose of 385 in the next fiscal year, an estimated 691 for the current fiscal year, and that it disposed of 936 in fiscal 1953 and 92 in fiscal 1952. In am: fiscal 1952—270; fiscal 1953—441; fiscal 1954 (estimated)—535; fiscal 1955 (estimated)—299. In like periods for fm: 1952—135; 1953—160; 1954—161; 1955—160. (See chart, this page.)

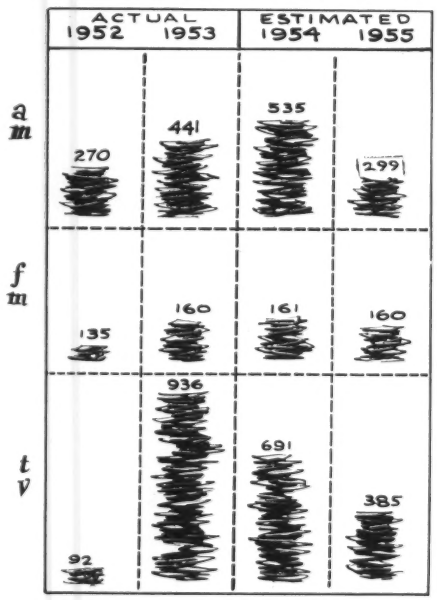
Other budget requests for government functions of interest to broadcasters follow:

Federal Trade Commission. Total for fiscal 1955: $4.2 million as compared to $4,053,800 in fiscal 1954. For antideceptive practices, which includes investigation of false and misleading advertising and affirmative aid of voluntary trade practice conferences, the appropriation asked is $855,750 for probing functions. This sum is nearly $75,000 less than the estimated spending for fiscal 1954.

U. S. Information Agency. Total for fiscal 1955: $89 million as compared to its operation now on a basis of $78,194,655. The radio broadcasting program (Voice of America) would receive $247,164 more for a total of $18,039,000 because of the initiation of new field programs, increased media support of field programs, greater emphasis on overseas origination of radio broadcasting and increases in administrative support costs. But what was a more than $7 million item for acquisition and construction of radio facilities in fiscal 1954 was cut to a little more than $1 million.

Bureau of the Census. (Under the Commerce Dept.) For fiscal 1955: $6,350,000 compared to fiscal 1954 estimate of $6,770,000 which is being adjusted to $6,870,000. Of particular interest is the amount requested for special surveys of manufacturers and other businesses. The annual survey of manufacturers is being cut from $400,000 in fiscal 1954 to $300,000 for fiscal 1955 while funds for business surveys would be cut from $900,000 to $350,000. These surveys now are spot checks of the industries involved. This was put in practice by the Congress last year.

FCC's Application Workload



HERE is an interpretation of FCC's figures on its workload for fiscal years, 1952-3-4-5, in am, fm and tv. Figures presented are from the President's budget. Workload here includes "applications disposed of for new stations or major change of facilities." The paperwork indicated above shows what FCC has done, and what's to be done.

Station Growth

FCC estimates it will be regulating 4,095 broadcast stations (am, fm, tv) by June 30, 1955, the end of fiscal 1955. Estimate for the number of stations regulated by June 30 of this year is 3,942. FCC also says it regulated 3,802 stations in 1953, and 3,280 in 1952. Figures are taken from President Eisenhower's budget (see story).

ZENITH WINS RIGHT TO CH. 2 HEARING

U. S. Court of Appeals reverses 1953 ruling, puts firm back in the running for the Chicago channel. CBS now is in temporary operation with its WBBM-TV on that facility.

ZENITH Radio Corp. has the right to a hearing on its four-year-old application for vhf ch. 2 in Chicago, the U. S. Court of Appeals in Washington last week ruled, reversing a 1953 FCC decision that Zenith had waived its rights by not participating in the allocations proceedings or in the WBKB (TV) (now WBBM-TV) Chicago renewal hearing.

The court said that the hearing should "actually be a comparison between operation by Zenith and operation by CBS." Zenith had pleaded for the right to a hearing with Balaban & Katz Inc., former owners of the ch. 4 station now operating temporarily on ch. 2 B&K is a subsidiary of United Paramount Theatres Inc.

In 1948, the Chicago radio-television manufacturer filed an application for ch. 2. During the allocation proceedings (1948-52), the FCC proposed to delete ch. 4 from Chicago, order WBKB to move from ch. 4 to ch. 2. In the FCC's final order, this was done.

During this time, WBKB's license renewal was an issue in the ABC-United Paramount Theatres Inc. merger hearing, which resulted in the FCC's approval of the amalgamation and renewal of license. The new American Broadcasting-Paramount Theatres Inc. was required to sell one Chicago station, since ABC owned WENR-TV there. The facilities of WBKB were sold to CBS for $6 million, with the call letters changed to correspond to CBS-owned WBBM in Chicago. Pending the outcome of the Zenith appeal, the FCC authorized

WBBM-TV to operate temporarily on ch. 2. AB-PT renamed WENR-TV with the WBKB call letters.

When the FCC renewed the old WBKB license, it at the same time dismissed the Zenith application. Zenith appealed on the ground that an application cannot be dismissed without a hearing. It insisted that it had not waived any rights. It asked the court to direct the FCC to give it a hearing with original licensee B&K.

On the reversal of the FCC's action dismissing the Zenith application, the court said:

The problem . . . is whether Zenith waived that right. We cannot find a waiver in this record.

. . . The Commission cannot by general public notices in a rule-making proceeding compel a person with an established statutory right to protect that right, against penalty or forfeiture, by entering the rule-making proceeding. The procedure which is sufficient for rule-making is not sufficient for that purpose [adjudicatory disposition].

The court also pointed to Zenith's pleadings of July 14, 1951, and May 29, 1952, as "contradictory of waiver." It pointed out that Zenith filed a petition for a comparative hearing when B&K filed the application to move to ch. 2, as ordered by the FCC.

In commenting on who Zenith's opponent should be, the court said:

We conclude, therefore, that Zenith was, and is now, entitled to a comparative hearing with other applicants and proposed licensees on ch. 2 in Chicago upon the problem as to which one should be awarded a license for commercial operation on that channel.

While we are of the opinion that Zenith is entitled to a comparative hearing, we are also of the opinion that the facts concerning the interest of CBS in the situation cannot be ignored. . . . The comparative hearing, therefore between Zenith and Balaban & Katz must actually be a comparison between operation by Zenith and operation by CBS.

Unanimous decision was written by Circuit Judge E. Barrett Prettyman, and concurred in by Circuit Judges David L. Brazelon and John A. Danaher. Case was argued twice last month. Earlier in the month, after the case was argued, Circuit Judge Charles Fahy disqualified himself on the ground that he had been associated with one of the counsel. [B•T, Dec. 28, 1953].

WTIK, KCOM Initial Tv Grants Made Effective

ORDERS making effective immediately FCC hearing examiners' initial decisions to grant new tv stations on vhf ch. 11 to WTIK Durham, N. C., and vhf ch. 4 to KCOM Sioux City, Iowa, were announced last week.

At Durham, the vhf ch. 11 grant was made possible by the dismissal of the competitive bid of WDNC there, which receives option to purchase 25% interest in the new tv venture [B•T, Jan. 18].

Grant is subject to FCC condition that stock will not be issued to WDNC until WTIK has been disposed of or its license surrendered.

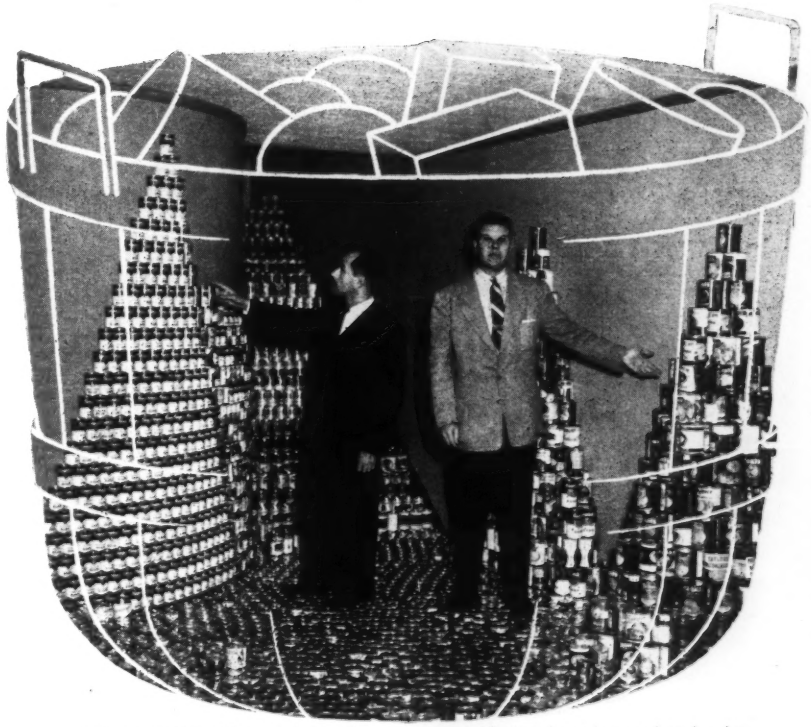
In the Sioux City case, the grant of the ch. 4 facility to KCOM was enabled by the dismissal of the competitive bid of KSCJ. Latter receives option to purchase 50% interest in the ch. 4 operation after the Commission approves the sale of KCOM [B•T, Jan. 18]. KSCJ would be retained.

Prompt final decisions in these cases were facilitated by petitions for immediate ruling since the chief of FCC's Broadcast Bureau indicated he had no objections.

Cohen Resigns From FCC

STANLEY B. COHEN, trial attorney for FCC's Broadcast Bureau in television and radio proceedings, resigned from the Commission last week to enter private practice in Washington with the radio-tv law firm of Leo Resnick, former FCC hearing examiner.

Obviously OUTSTANDING . . .



Peoria Lions Club officers look over the vast amount of canned goods turned in for the Juvenile Theatre "Canorama."

WMBD JUVENILE THEATRE CHRISTMAS "CANORAMA"

A wonderful show for thousands . . . a brighter Christmas for 650 families! That was the end-result of the fifth annual WMBD Juvenile Theatre Christmas Revue presented at the Bradley Field House in cooperation with the Peoria Lions Club.

Admission to the show was obtained by the donation of canned goods which were later distributed in Christmas baskets to needy families. Over 7,000 cans of food were collected.

Community service by these "littlest" of WMBD stars is heart-warming indeed . . . and the tremendous success of the project shows how WMBD lives in the hearts of Peoriarea.

TO SELL THE HEART OF ILLINOIS BUY WMBD

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

THE LATEST
WCKY
STORY

The Use of W

GUENTHER BROWN & BERNE, INC.
• advertising • merchandising • promotion • publicity • market research • public relations
1418 ENQUIRER BLDG. • CINCINNATI 2, O.

December 11, 1953

Mr. C. H. Topmiller
General Manager, WCKY
Gibson Hotel
Cincinnati, Ohio

Dear Top:

No doubt you will be interested to know of the results from our current campaign on WCKY for our client, the Jonathan Woodner Company, of Washington, D. C., builders and operators of Swifton Village, Cincinnati's most modern housing project.

As you will recall, we contracted for a package of hourly newscasts between 10 a.m. and 3 p.m. on Sunday, October 4. This was a test, since Mr. Charles L. Van Arsdell, Regional Manager for the Woodner Company was very skeptical of radio's ability to rent apartments. The organization had used radio before, both here and in other cities, and never had been satisfied with the results. However, by the following Monday morning it was evident that the use of WCKY had been a wise radio during most of the time our newscasts were aired, more apartments were rented Sunday and Monday than on any other weekend. Better still, Van Arsdell's staff continued throughout the week to receive calls and applications from people who had heard the announcement.

As a result, they decided to continue on WCKY. Because your station had previously sold the newscasts to another sponsor we had to switch to [illegible] for a short period, but even then the Swifton rental staff continued to benefit from the campaign. Needless to say, Mr. Van Arsdell is very happy - he says, "There's no question but what WCKY is doing a job for us" - and, of course, we are always happy when we can do a good job for a client. Many thanks.

Sincerely,

GUENTHER, BROWN & BERNE, INC.

Wilfred Guenther

Wilfred Guenther
President

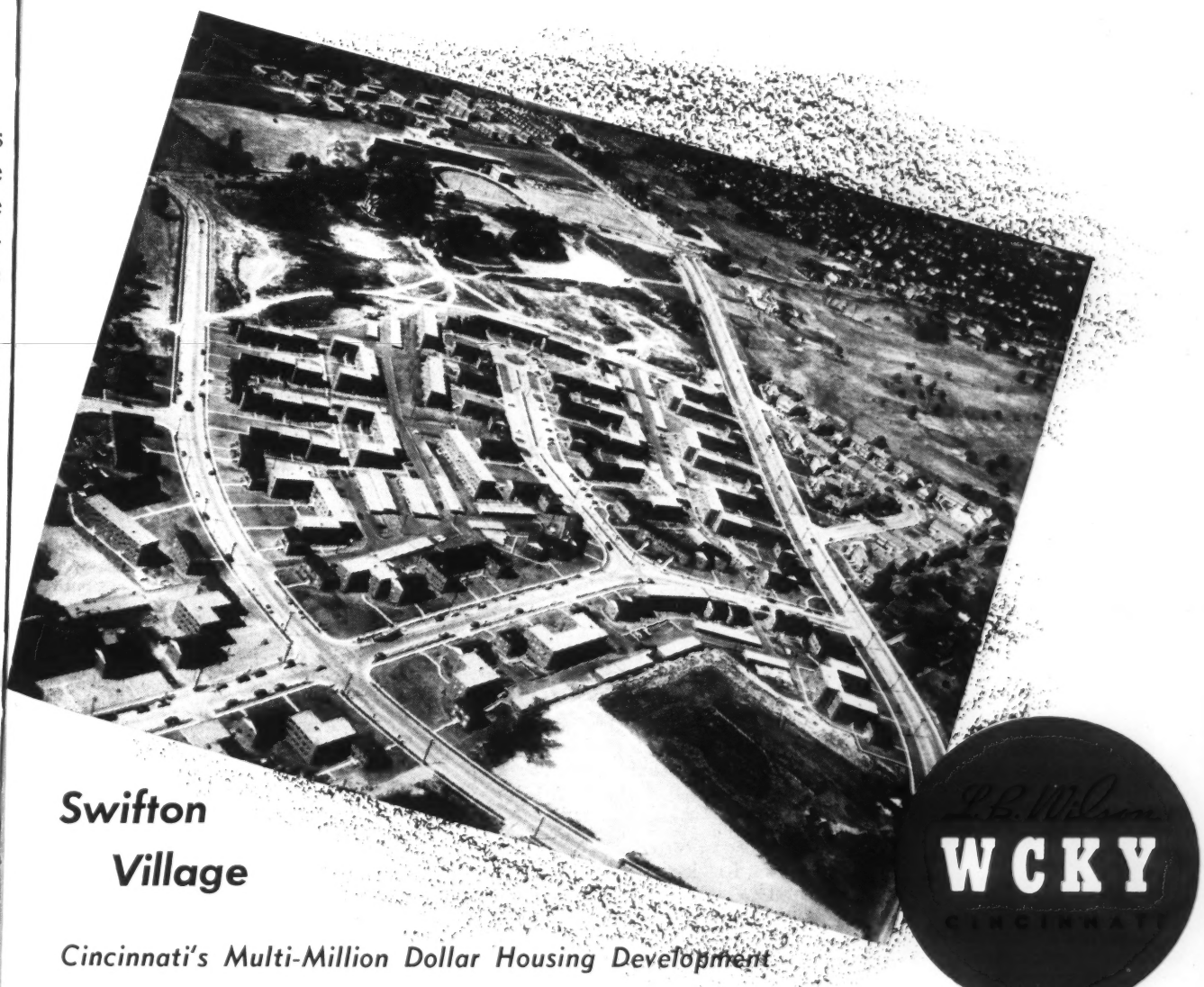
WG/jh

"....the use of WCKY has been a wise move. Despite the competition of the World's Series on TV and radio during most of the time our newscasts were aired, more apartments were rented Sunday and Monday, than on any other weekend."

"....needless to say, Mr. Van Arsdell is very happy. He says: 'There is no question but that WCKY is doing a job for us'".

WCKY . . . ON THE AIR EVERYWHERE • TWENTY-

WCKY Is Always Wise!



Swifton Village

Cincinnati's Multi-Million Dollar Housing Development

40 acres—1140 units
Garden type brick buildings
Started: March 1951
Completed: November 1953
Architects: Ketchum, Gina & Sharp

Built and operated by
Jonathon Woodner Co.,
Washington, D. C.

Charles L. Van Arsdell,
Regional Manager

WCKY
CINCINNATI

FOUR HOURS A DAY • SEVEN DAYS A WEEK

ADVERTISING INDUSTRY AWAITS MOVES IN LATEST ANTI-TRUST INVESTIGATION

Baffled silence sums up reaction to report of the Dept. of Justice probe. No bill of particulars has been filed. Memories of previous investigations, and the lawyers fees they entailed, are still fresh.

A GOVERNMENT-SPONSORED gold mine for lawyers appeared in the making last week as the Dept. of Justice silently pondered its mysterious probe into the advertising industry.

A half-dozen trade associations waited in baffled silence for the next step in what they fear will be another dragged-out series of random anti-trust skirmishes. The associations have received Dept. of Justice letters asking them to cooperate when FBI agents come around to look at the files [B•T, Jan. 18].

While the government refuses to give out a bill of particulars on its anti-trust maneuvers, conviction developed last week that the probers will look into many of the business practices of the advertising industry. The object of their attentions, it is believed, will be the most-favored-nation clause in radio-tv standard contract forms and the prevailing 15% agency discount and possibly agency recognition procedures.

Other topics may be methods of setting media rates, extent of trade association influence and any penalties inflicted on members. The department may look into all inter-related activities of media and advertiser-agency associations.

First FBI forays into advertising practices took place last summer when agents visited Washington stations to ask about the NARTB-American Assn. of Advertising Agencies standard radio-tv contract forms and other business methods. These visits naturally caused broadcasters and advertising industry executives to wonder just what the Justice Dept. might have in mind.

Recipients

Known to have received a form letter from Stanley N. Barnes, Assistant Attorney General, are NARTB, AAAA, Assn. of National Advertisers, Periodical Publishers Assn. of America, Associated Business Publications and American Newspaper Publishers Assn. Two agents who visited NARTB Jan. 15 did not ask to look at the files. Several agents have scanned files at the Periodical group's offices.

While it isn't generally known, FBI agents made spot checks around the country last year, looking into business methods of broadcasters. In at least one case the inquiries included staff personnel, presumably involving loyalty questions.

Media and agency officials recalled last week the years of agony endured by media and industry groups in similar anti-trust proceedings.

Radio-Electronics-Tv Mfrs. Assn. and its members, after convincing the Justice Dept. they would need a freight train and an army to provide all the requested data in an anti-trust suit, spent an estimated $30,000 on lawyers alone before the government decided to drop the action some months ago.

The outdoor advertising industry went through six years of misery, starting in 1946, before the Justice Dept. approved a consent decree that is said to have legalized prevailing outdoor practices and to have prohibited doing things that weren't being done anyhow.

In the outdoor case the Justice Dept. is understood to have felt the Outdoor Adv. Assn. of America was regulating the commissions its members paid to agencies. As in the case of NARTB AAAA and ANA, the association is not in the advertising business but merely provides advisory and information services for members.

As advertising industry executives wondered how the government had become involved in this fishing expedition, which Mr. Barnes told B•T was "just a run-of-the-mill matter," the belief grew that an advertising agency not using the traditional 15% commission or an advertiser not using an agency might have filed a complaint with the Department or with a Congressman.

The 15% fee is as old as the advertising business, one highly placed agency executive told B•T, tracing it back into the 19th century. He said it grew out of custom, competition, trial and error.

At the AAAA it was stated there is no rule, by-law or other documentary or unwritten provision requiring its members to observe the 15% tradition.

The fee practices in advertising went through a seven-year Federal Trade Commission investigation into the newspaper publishers' association back in the '20s, with no action.

Merely Suggested

The NARTB-AAAA standard contract forms, it was explained by the two associations, are merely suggested ways by which stations and agencies can handle countless thousands of negotiations without long and costly legal maneuvering in each contract. They are based on many years of conferences by experts representing both industries.

Neither NARTB nor AAAA engages in the advertising business, it was explained, and no pressure is exerted to induce contract signers to use the forms. The associations merely make the forms available as a convenience to those wishing to use them.

NO HILL PROBE NOW ON SEVEN-TV-LIMIT

But the Senate Commerce Committee is showing increased interest in FCC's proposal to boost the multiple tv station ownership limit from five to seven. Sen. Smathers asks for investigation.

THERE WILL be no immediate Senate investigation on the question of what limit should be placed on the number of tv stations owned by a single entity.

But the danger of what certain Senators fear will be a trend toward "monopoly" in tv ownership is increasingly becoming the concern of the Senate Interstate & Foreign Commerce Committee.

Two of its members, Sens. Edwin C. Johnson (D-Colo.) and George A. Smathers (D-Fla.) have expressed this apprehension. Sen. Johnson has filed comments on the FCC's December notice of proposed rule-making that ownership limits be increased to include two uhf stations to the previously-decided ceiling of five vhf [B•T, Jan. 18].

After Sen. Johnson's letter was sent to FCC Chairman Rosel H. Hyde, Sen. Smathers last Monday released a letter he had sent to Commerce Committee Chairman John W. Bricker (R-Ohio), urging an immediate probe of the situation.

It is indicated now that Sen. Bricker wants to hold off any action or further study until all the comments are before the Commission. Deadline at the FCC for comments on its ownership proposal is Feb. 1.

Sen. Bricker's office has been receiving letters on (1) the FCC's proposal that the tv station ownership limit be raised to seven, and (2) on FCC's November 1953 decision that a minority percentage holding in a station constituted ownership under the five-station limitation.

Sen. Johnson had asserted the FCC's procedure in December was "a brazen television monopoly proposal" and labeled it as a "wicked give-away."

Sen. Smathers, in urging the committee to consider the proposed rule "with a view to determining whether or not it should be the national policy to further allow this concentration of communication mediums in the hands of so few persons," asserted:

Pro Status Quo

"It seems to me that public interest would be best served if the present FCC restrictions on ownership were maintained, or even strengthened. This matter is of such tremendous importance to the general public, it should not be accomplished without thorough study by the representatives of the people."

Sen. Smathers sent copies of his letter to Sen. Johnson and to Chairman Hyde.

Sen. Smathers said:

"Television is our newest miracle of mass communication and its current popularity promises to have an ever increasing influence in shaping public opinion. The maintenance of our present liberties has a major dependency on free speech and such a freedom cannot be maintained without a maximum competition in the fields in which ideas are communicated for public attention.

"While there has been for a long time a trend away from individualism in this field, I believe that we still have a basic freedom of thought and expression.

"If there is a trend toward chain communication operations, in which the varying viewpoints would be restricted in number, I firmly believe that we should take some steps to reverse such a trend. Multiple ownership, which is a type of monopoly or partial monopoly, in the communication of ideas and the expression of viewpoints has a tendency not only to restrict the degree to which people are informed, but actually as a result affects the very character of our people and, therefore, in time would substantially change the character of our nation."

That the disapproval evoked on Capitol Hill has given FCC some cause for "second looks" at its ownership proposal was indicated by Comr. Robert E. Lee who discussed the matter with the committee Monday. Comr. Lee appeared on his own behalf as a nominee to serve a full seven year term on the Commission (see story, page 50).

McCarthy Fires on VOA

VOICE OF AMERICA was under fire again by Sen. Joseph R. McCarthy (R-Wis.), who last week charged in a report from his Permanent Investigating Subcommittee that "stupidity or worse was the rule" in VOA's building broadcast stations. The Senator said the group has started a new survey of the agency's engineering department and will hold secret hearings soon.

VIC DIEHM Says:

WVDA Boston has the Greatest News Broadcaster since Paul Revere!

Rod MacLeish, News Chief of WVDA would have been a great help to Paul Revere. Rod's the kind of reporter who knows the news before it's news. With a colorful background, from minor newspaper jobs to covering a revolution for American and Foreign newspapers, WVDA's Rod MacLeish rates with the best in radio news reporting. Rod became prominent on the Boston radio news scene when sent to Holland to cover the flood disaster of 1953. Several of his shows on this disaster were used by ABC on News of Tomorrow and Headline Edition. Today Rod averages 2 to 3 feeds a week to ABC.

On the scene radio reporting of the USS Leyte explosion by MacLeish over WVDA was a national scoop. Shortly thereafter, a merchant ship exploded in the harbor. Rod talked the competition into leaving the scene before the real news was available, thus WVDA-ABC had it exclusively. Rod was radio's outstanding news coverage voice at Senator McCarthy's communist hearings in Boston. He scooped the "earways" on the CIO convention held here recently. Highlights of Rod's interviews with the "big wheels" were used on Taylor Grant's Headline Edition.

WVDA gives 3 times the news coverage of any other Boston station, and the high calibre reporting of Rod MacLeish is reflected in all the stations in the Vic Diehm group. So, if your client wants a news audience we'll deliver the tops in radio.

WAZL
HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates)

WHOL
ALLENTOWN, PA. CBS
(Represented by Robert Meeker Associates)

WHLM
BLOOMSBURG, PA. INDEPENDENT
(Represented by Paul H. Raymer Company)

WIDE
BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Paul H. Raymer Company)

WVDA
BOSTON, MASS. ABC
(Represented by Paul H. Raymer Company)

$25,000 OFFER TOLD IN CH. 2 HEARING

Counsel for Niagara Frontier, Buffalo ch. 2 applicant, describes his Nov. 3 offer to late-coming applicant, Enterprise Transmission (since dismissed), of $25,000 to drop its bid, which Niagara officials believed was filed to benefit former uhf WBES-TV there.

COUNSEL for Niagara Frontier Amusement Corp. on Nov. 3 offered Enterprise Transmission Inc. $25,000 to drop its competitive application for Buffalo ch. 2, according to testimony last week at the FCC. The offer was withdrawn the next day, however, FCC was told.

The hearing last week before Examiner Harold L. Schilz, also included opinions by Niagara officials that Enterprise filed its bid to benefit now defunct uhf ch. 59 WBES-TV Buffalo.

The case was recessed Thursday pending exhibits and FCC action on Niagara's petition for deletion of the issue questioning Enterprise's good faith. Niagara contends it cannot produce evidence.

Hearing was called by FCC in early December when several ch. 2 applicants merged with Niagara, and Enterprise suddenly dismissed [B•T, Dec. 14, 1953].

Soon after a report the merger applicant proposed to buy WBES-TV's physical plant, WBES-TV ceased operation [B•T, Dec. 21, 1953]. This purchase agreement expired Dec. 18.

A new amendment to Niagara's bid proposes to lease uhf WBUF-TV Buffalo studio facilities with WBUF-TV sharing space with Frontier.

President George Goodyear of Niagara testified he and counsel Thomas N. Dowd were at FCC Nov. 3 ready to file the merger proposal at 5 p.m., when Enterprise filed about 4 p.m.

Mr. Dowd explained he and Mr. Goodyear met Philip M. Baker, Enterprise counsel, and he (Dowd) made the $25,000 withdrawal offer. He said Mr. Baker refused after he was unable to contact Enterprise principals.

"As to my own feelings . . . to be caught up at the last moment was, to put it mildly, disappointing," Mr. Dowd said.

Asked if the Enterprise bid was filed at the "instigation" of WBES-TV, Mr. Goodyear replied he had no way of knowing but "in my opinion WBES had something to do with the filing—what, I do not know." He said he later changed his opinion and thought WBES-TV itself wanted to file for ch. 2.

Earlier, Paul P. Cohen, Niagara attorney, recalled both Niagara and WBES-TV attorneys had worked on Enterprise's dismissal letter. He also indicated it was taken for granted that if WBES-TV could withdraw from tv without substantial loss, Enterprise would dismiss because of the "friendly and business relations which the president of Enterprise had with the WBES group."

Late Thursday Mr. Baker told reporters: "What Dowd says is essentially correct. . . . I had no authority to do anything about it."

FCC on Monday denied petition by WBUF-TV for reconsideration of the December hearing order. •

Postponed

DEADLINE for comments on FCC's proposal involving assignment of Class II stations in the U. S. territories on U. S. clear channels was extended by the Commission last week to March 8 upon request of NBC and Clear Channel Broadcasting Service. Deadline for replies to comments was postponed to March 23.

Announced late last year, proposal would allow assignment of Class II stations up to 50 kw on U. S. clears on basis similar to earlier plan for Class II territory assignments on Mexican clears [B•T, Nov. 30, 1953]. Midnight Sun Broadcasting Co., operator of KENI Anchorage and KFAR Fairbanks, has filed comments with FCC in support of Docket 10765, the pending proposal.

DuMont Asks for Revised Tv Depreciation Schedule

Manufacturer leads campaign to get a more realistic means of calculating equipment depreciation for tax purposes.

MODERNIZED depreciation rules covering tax deductions for television station equipment are asked by Allen B. DuMont Labs., acting on behalf of all U. S. telecasters, in a petition filed with Ralph Stabner, Commissioner of Internal Revenue.

DuMont has sent all tv stations a questionnaire covering their depreciation practices, contending the financial success of tv broadcasters is closely related to the rate of depreciation. B. L. Graham, DuMont controller, told Comr. Stabner a "realistic schedule" of depreciation rates would be mutually beneficial to both telecasters and the government.

The bureau is working on a revision of its Bulletin F, issued in 1940 and revised two years later. The schedules, while not binding, set a general pattern bearing no relation to experience of tv stations. Revenue Bureau field offices use the bulletin as a guide.

NARTB has made a number of surveys of depreciation rates and the subject was on the agenda of the association's Tv Board at its Phoenix meeting (see story page 37).

The Ultra-High Frequency Tv Assn. has petitioned the bureau for short-term depreciation on the ground uhf is a new service and equipment is subject to quick obsolescence [B•T, Dec. 28, 1953].

Proposed table covering average useful life and depreciation rates for tv equipment was included in the DuMont petition. In the case of transmitters and associated equipment, normal use life is 6-8 years for vhf and 4-6 for uhf; normal obsolescence 4-6 for vhf and 3-4 for uhf; recomended for Bulletin F, 5-7 years for vhf and 4-6 for uhf. Antenna figures run higher, in the case of vhf, and about the same for uhf. Tower life would cover a wide span of years.

WETV (TV) Merger Seeks to 'Un-Merge'

REPRESENTING a precedent merger case on the post-thaw television scene, uhf ch. 47 WETV (TV) Macon, Ga., owned 45% each by WBML and WNEX Macon, has advised FCC it wants to become "un-merged", according to a transfer bid filed last week for withdrawal by WBML.

WBML has been sold by Allen M. Woodall and associates for $160,000 to local businessmen, C. R. Rader and George W. Patton, subject to Commission consent. In the WETV (TV) transfer bid, WBML proposes to sell its 45% holding to the tv station's permittee, Macon Television Co., for conversion to treasury stock. Consideration is $70,000, including loans of $58,500. WNEX owns the other 45% with W. A. Fickling holding 10%.

Originally, WBML and WNEX were competitors for television at Macon, then proposed to merge with each holding 50% in tv but remaining distinctly separate and competitive am operations. This proposal FCC questioned in a pre-hearing McFarland notification, a precedent action which stated mergers would be considered on a case-to-case basis [B•T, Dec. 8, 1952]. Later, however, when the 45-45-10% ratio was worked out, FCC in a split ruling approved the merger grant with strict conditions regarding competitive am operations [B•T, Feb. 16, 1953].

The WETV (TV) transfer application said withdrawal of WBML will overcome operational problems, reduce expenses since WNEX personnel could be used in joint operation, and allow it to "compete more favorably" with vhf ch. 13 WMAZ-TV there.

FCC Orders Appearances Filed Within 20 Days

IN FURTHER effort to speed up administrative procedures in the handling of television and other broadcast hearings, FCC last week ordered immediate amendment of Sec. 1.387 of its rules so as to require that a written appearance must be filed by an applicant or his attorney within 20 days of the mailing of hearing notice.

Where an applicant fails to file such statement, and has not filed a petition to dismiss without prejudice within the specified time, his application will be dismissed with prejudices for failure to prosecute, FCC said. Also, any person named as a party to a proceeding who fails to file a written appearance within the 20-day period shall, unless good cause for such failure is shown, forfeit his hearing rights, the Commission ruled.

Sec. 1.387 (a) and (b) (4) are amended as follows:

(a) When an application has been designated for hearing, the Secretary of the Commission will mail a written notice to applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application. In addition, notice of hearing involving matters under Part I of Title III of the Act will be given by publishing the notice of hearing in the Federal Register. The Commission will attempt, when possible, to give at least 30 days advance notice of a hearing. In order to avail himself of the opportunity to be heard, the applicant, in person or by his attorney, shall, within 20 days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission, in triplicate, a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. Where an applicant fails to file such a written statement within the time specified, and has not filed prior to the expiration of that time period a petition to dismiss without prejudice pursuant to Section 1.366, his application shall be dismissed with prejudice for failure to prosecute. In cases involving applications for facilities other than am broadcast, fm broadcast, international broadcast, or television, the applicant shall submit with his appearance an additional copy of his application and supporting documents.

(b)(4) In order to avail himself of the opportunity to be heard, any person named as a party pursuant to this subsection shall, within 20 days of the mailing of the notice of his designation as a party, file with the Commission, in person or by attorney, a written appearance in triplicate stating that he will appear and present evidence on the issues specified in the notice of hearing. Any person so named who fails to file this written statement within the time specified, shall, unless good cause for such failure is shown, forfeit his hearing rights.

SIGLER BLAMED IN TOWER CRASH

THE Civil Aeronautics Board last week placed primary responsibility on former Michigan Gov. Kim Sigler for the airplane crash which took him and three passengers to their deaths after their plane struck the guy wire of WBCK-TV Battle Creek, Mich., last November [B•T, Dec. 7, 1953].

The CAB also questioned whether Mr. Sigler knew of the 540-ft. tv tower's presence, although it was indicated on all regional route maps and charts. The tower was painted and lighted according to regulations, the CAB said.

A similar finding was made in the fatal crash of a private plane into a guy wire of WHUM-TV Reading, Pa., earlier in the year. Still under investigation is the American Airlines passenger plane crash into the towers of WPTR Albany, N. Y., which caused 28 fatalities [B•T, Sept. 21, 1953].

WORD-TV Interim Site Bid Protested by Uhf Outlets

INFORMAL application by WORD-TV Spartanburg, S. C., to FCC last week for interim operation from the former site of WFBC-FM Greenville, on Paris Mt. pending completion of its permanent facilities on Hogback Mt., met with prompt protest by three uhf stations in that area.

Gist of the allegations is that WORD-TV actually would become a Greenville outlet, the national allocation plan would be violated and the three uhf stations would be injured economically, possibly including network affiliation.

The protesting stations are ch. 40 WAIM-TV Anderson, ch. 17 WSCV (TV) Spartanburg and ch. 23 WGVL (TV) Greenville.

Supreme Court Rules Against Movie Censorship

THE Supreme Court last week struck down two instances of movie censorship in a short decision referring to its 1952 "Miracle" ruling that movies are entitled to the Constitutional guarantees of free speech and free press.

Cases, which were argued early this month, involved motion pictures "M," banned in Ohio as "harmful," and "La Ronde," banned in New York as immoral. Movie distributors made much of the fact that the same pictures could be shown on tv without prior censorship.

Four Comparative Tv Hearings Set by FCC

FOUR more comparative television hearings, including the vhf ch. 7 contest at Miami, were ordered by FCC last week to commence in Washington Feb. 19. Other contests: Vhf ch. 2, Charleston, S. C.; vhf ch. 5, Raleigh, N. C., and vhf ch. 13, Huntington, W. Va.

Miami ch. 7 applications include Biscayne Television Corp., representing a merger of WIOD and WQAM there with ex-NBC President Niles Trammell holding balance of control; Mel Foster-Harold Hoersch; East Coast Television Corp.; South Florida Television Corp., including part-owner James Lawrence Fly, ex-FCC chairman; and Sunbeam Television Corp.

Seeking ch. 2 at Charleston are Southern Broadcasting Co. (WUSN) and Charleston Broadcasting Co. (WHAN).

Competing for ch. 5 at Raleigh are WPTF Radio Co. (WPTF) and Capitol Broadcasting Co. (WRAL).

Greater Huntington Radio Corp. (WHTN), Ashland Broadcasting Co. (WCMI Ashland, Ky.) and Huntington Broadcasting Corp. (WPLH) are applicants for ch. 13 at Huntington.

Fortnight ago, FCC called for Washington hearing on vhf ch. 9 at Charlotte, N. C., beginning Feb. 12. Contestants are WSOC, Piedmont Electronics & Fixtures Corp. and Carolinas Television Corp.

CBS Asks Revocation Of KBIG Test Authority

REVOCATION of KBIG Avalon (Los Angeles), Calif., 18-month-old program test authority was asked last week by CBS in oral argument before the U. S. Court of Appeals in Washington.

Opposing the CBS petition were FCC and KBIG, both of which claimed that maintenance of the status quo was in the public interest.

Underway at the present time is a hearing on whether a regular license should be issued to KBIG, in the light of the interference claim by CBS-owned KCBS San Francisco, and overlap claimed by KMPC Los Angeles.

CBS argument in court was that its license for KCBS has been modified without a hearing and that KBIG interference eliminates 140,000 people from its protected service area (about 3% of its population covered).

The FCC and KBIG argued that the question of interference and overlap was being heard by the Commission and that it was in the public interest to permit KBIG to continue operating until a decision was reached.

Hearing Ordered in WMID Transfer, Renewal Bids

LICENSE renewal and ownership transfer applications of WMID Atlantic City "indicate the necessity of a hearing" on the basis of unresolved protest charges by Joseph J. Slotoroff, who claims undisclosed ownership interest, FCC stated last week upon sending WMID a pre-hearing McFarland notice.

WMID has pending an application for transfer of control by Richard Endicott to Joseph Bradway and Arthur Handler for $9,000 [B•T, Dec. 21, 1953]. Mr. Endicott would be retained for five years in an advisory capacity at $7,500 annually, FCC said.

Mr. Endicott and part-owner David H. Freedman are co-defendants in a New Jersey Superior Court suit filed by Mr. Slotoroff for an accounting of alleged funds loaned by the plaintiff for WTTT Coral Gables, Fla., "abandoned" by Mr. Endicott and associates last year, according to FCC. WTTT's license renewal bid was dismissed and the station deleted for lack of prosecution [B•T, July 6, 1953].

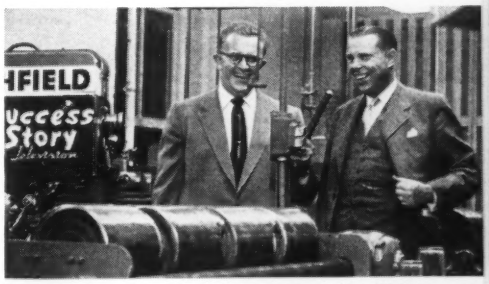
Avoid Conelrad Duplication

TO AVOID unnecessary duplication of equipment for reception of Conelrad alert signals at combined am-fm-tv or am-fm operations, FCC last week delegated to its chief engineer authority to issue exemptions in appropriate cases. All broadcast stations are required to have Conelrad alert units.

Olson Bid in Clear

PROSPECT of an initial decision to grant uhf ch. 17 at Tulsa, Okla., to Arthur R. Olson appeared last week as FCC Motions Comr. Robert E. Lee granted a petition by Tulsa Television Co. to dismiss its competitive application. Headed by oilman Edward C. Lawson, Tulsa Television is reimbursed by Mr. Olson for $27,000 of the total $33,000 expended in prosecution of the tv bid. Mr. Olson is an oil producer and magnesium-aluminum manufacturer. His ch. 17 application was retained in hearing status for initial ruling.

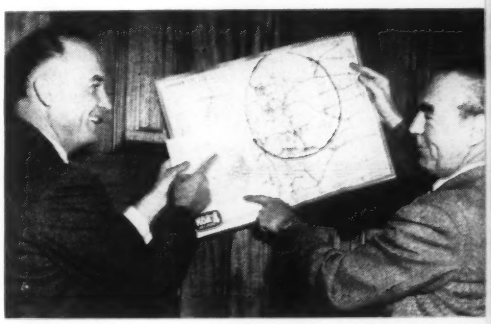
CITATION for his 10th telethon (over 100 hours) in behalf of United Cerebral Palsy is presented to Ken Mayer (l), "Maj. Robertson" of ABC-TV *Space Patrol*, by Leonard Goldenson, AB-PT pres.



KGO-TV San Francisco's telecast of its 500th remote program in 4½ years took place when Robert Day (l), m.c. of weekly *Success Story*, interviewed Harry A. Brawner, pres., W. P. Fuller Paint Co., at Fuller plant.

CERTIFICATE in recognition of service, received from American National Red Cross, is inspected by W. H. Hauser (l), WBZ-TV Boston asst. mgr. and chief eng., and Paul E. Mills, stn. mgr., WBZ Boston.

KOA-TV Denver's coverage area is checked after its Christmas Eve start by Colorado Gov. Dan Thornton (l) and Don Searle, KOA-TV gen. mgr.



KFBB TV

KWWL TV

WNAM-TV

KMMT-TV

WNOW-T

KDSH-TV

WABD

WNEM-TV

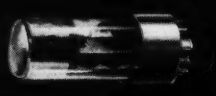
WGEM-TV

KFBB-TV

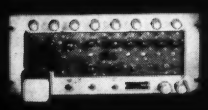
KOOL-TV

KWWL-TV

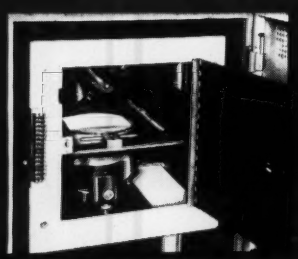
the Du Mont ...Surpassing all



Multiplier phototubes are employed as pick-ups. Tube designed by Du Mont, provides extreme stability, long life and high signal-to-noise ratio. Cost of tube $55. Tube has practically infinite life, barring breakage.



Signal amplifiers are flat within 8 mc, permitting full amplification of color signals. Circuitry as simple as that encountered in audio equipment. All plug-in units, completely accessible.



Light source is a special cathode-ray tube designed and built only by Du Mont. Face plate is optically corrected, of medium density and is non-browning. Tube is operated at 45,000 volts on accelerating ring.

for film pick-up

Finest reproduction of 16mm films —either new or old. Film moves through carrier silently, smoothly, minimizing chances of film breakage and wear.

opaque pick-up

Automatic carriers provide for 4" x 5" glossy or matte finish prints. Dual unit permits one carrier to be loaded while other is used in pickup.

2x2 glass slides

Automatic slide changer carries standard 2" x 2" glass slides. Dual pickup feature permits blending, or simultaneous pickup of two signals at once when operating from film, slides or opaques.

MULTI-SCANNER

The advanced method of film, opaque or slide pickup—**ready now!**—ready **for you** to use in your television broadcasting operations today!

The Du Mont Multi-Scanner offers a far more simple, more reliable and better method of electronic reproduction than ever available before. Film reproduction assumes studio pickup quality with all the original gray tones and elimination of edge flare inherent in other film pickup systems. The same true pickup is attained when the Multi-Scanner is used on slides or opaques.

Performance is only one of the many outstanding advantages of the Multi-Scanner. Simplicity of operation is such that the system is practically automatic. Thread the film in place, try it out if you wish, reverse the mechanism and you're ready to put the system in operation from a **remote** control panel.

Truly, the Du Mont Multi-Scanner has no equal —it is the modern pickup system—ready for you **today.**

The complete Multi-Scanner incorporating film, opaque and slide pickup equipment.

Expectations!

OPERATION: No shading adjustments necessary. Picture free from edge flare and shading. Completely automatic operation from a remote panel.

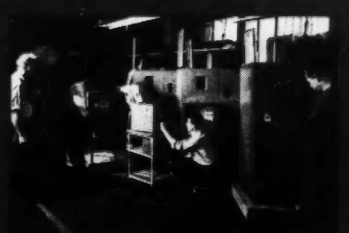
DEPENDABILITY: Simple mechanism carries film at continuous, smooth rate of travel. No tearing, wearing stop and go action.

PERFORMANCE: Gamma-corrected signals from Multi-Scanner brings out all gray tones of film, opaque or slides.

VERSATILITY: Reversing feature permits "dry runs" by operator immediately before going on air, without necessity of complete rewinding of film.

SHRINKAGE COMPENSATOR: Film shrinkage compensator permits complete control of allowances for shrinkage. Pictures frame right with the Multi-Scanner, whether new or old film.

COLOR: The Multi-Scanner is the only film system presently available that may be easily and quickly converted to color pickup.



Production of Multi-Scanner units is now going ahead at full speed to meet the ever-increasing orders for this system of tomorrow, today.

DU MONT®

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DEPARTMENT • CLIFTON, N. J.

TV-ON-AIR TOTAL GOES TO 360 TODAY

Three outlets begin commercial programming: WRTV (TV) Asbury Park, WNEM-TV Bay City and WMGT (TV) Adams.

OPERATING tv stations will total 360 today (Monday) with two stations beginning regular programming over the weekend and one more slated to start today. WRTV (TV) Asbury Park, N. J. (ch. 58), started last Friday; WNEM-TV Bay City, Mich. (ch. 5), was scheduled to begin yesterday (Sunday), and WMGT (TV) Adams, Mass. (ch. 74), was slated to begin today.

WRTV will compete in its market with New York City stations by emphasizing local news, local programming and first-run films. The station is directed by Walter Reade Jr., president, and Harold C. Burke, vice president in charge of operations.

Covering the Bay City-Saginaw area, WNEM-TV is affiliated with NBC-TV and DuMont and represented by Headley-Reed.

WNAM-TV Neenah, Wis. (ch. 42), represented by George Clark, is slated to begin commercial operation Wednesday. This will be the eighth station to begin programming this year: five have been uhf.

Robert L. Sabin, manager, WKNY-TV Kingston, N. Y. (ch. 66), reported the station will commence operation in March. Its rate card is ready for distribution.

First station for Savannah, Ga., WTOC-TV (ch. 11), expects to be on the air in February affiliated with CBS-TV, it was reported.

WMSL-TV Decatur, Ala. (ch. 23), is planning a May 1 debut. This station will serve a 300,000 population, Frank Whisenant, president, said.

Florence, S. C., will get its first home station next September when WPDV (TV) (ch. 8) begins operation, according to Charles H. Crutchfield, executive vice president, Jefferson Standard Broadcasting Co., licensee. It will be a basic affiliate of CBS-TV and expects to cover 13 South Carolina and four North Carolina counties.

Third operating educational station, WKAR-TV East Lansing, Mich. (ch. 60), has received clear reception reports from localities as far away as Port Huron and Windsor, Canada. The station held its dedicatory program Jan. 15.

The following stations have reported they will be on the air by Feb. 1:

KQED (TV) Berkeley, Calif. (ch. 9), educational; WINK (TV) Fort Myers, Fla. (ch. 11); WRDW-TV Augusta, Ga. (12); WEOK-TV Poughkeepsie, N. Y. (ch. 21); KCEB (TV) Tulsa, Okla. (ch. 23); KPIC (TV) Salem, Ore. (ch. 24); WACA-TV Camden, S. C. (ch. 15); WSCV (TV) Spartanburg, S. C. (ch. 17); KRGV-TV Weslaco, Tex. (ch. 5); WNAM-TV Neenah, Wis. (ch. 42); KFBC-TV Cheyenne, Wyo. (ch. 5).

(For detailed listing see TELESTATUS page 109.)

Nashville Outlets Study Log Plans

Nashville radio, tv stations make joint refusal to pay 'service charge' to newspapers for carrying program logs dropped earlier this month, while an all-station committee investigates ways to meet the problem.

NASHVILLE radio and tv stations are studying a score of proposals to provide the city with program logs, following discontinuation of the logs by the Nashville *Banner* and *Tennessean*.

F. C. Sowell, WLAC, head of the all-station committee named to investigate ways of meeting the problem, said many proposals have been submitted by business firms, organizations and individuals.

Retail outlets have volunteered to distribute logs free. Last week they aided in circulating 20,000 copies of the Nashville *Record*, a small paper devoted to news of local business firms, which carried program listings. Plans were under way to run off more copies.

Last summer the two Oklahoma City newspapers, *Oklahoman* and *Times*, discontinued logs except on a paid basis [B•T, Aug. 31, 1953].

Announcement of the new policy was made Jan. 5 by the newspapers, which are levying a "service charge" of roughly a third of their national rates.

The stations notified the newspapers Jan. 12 they had unanimously rejected the proposal. Stations included WKDA, WLAC, WMAK, WNAH, WSM, WSM-TV, WSIX, WSIX-TV and WSOK. They quickly elected Mr. Sowell as spokesman. Mr. Sowell at that time said, "All Nashville stations objected in principle to paying for listings in the newspapers in the belief that such publication is a very valid and justifiable public service."

In a joint statement last Tuesday the stations, referring to a newspaper claim that paid listings are the practice in other cities, said it may be true in a few cities, but added that a telephone survey in 14 areas in the South and Southwest reveals newspapers in all these cities publish program schedules without charge as a public service. These are Memphis, Birmingham, Atlanta, Louisville, New Orleans, Cincinnati, St. Louis, Dallas, Norfolk, Richmond, Fort Worth, Houston, Charlotte and Kansas City, Mo.

In a statement in the Jan. 17 *Tennessean*, Publisher Silliman Evans tried to put stations on the defensive, claiming it is "the public duty of the broadcaster" to buy space in the paper.

Mr. Evans, noting the "heavy cost" of printing logs, said broadcasters "have been given an opportunity at extremely reasonable cost to them—far below our cost—to share the expenses to which we have to go to continue these logs. Broadcasters in other metropolitan areas have cooperated in sharing these costs."

He added: "Broadcasting is a large and very highly remunerative business. Except for occasional public programs, all of the programs are paid for by the sponsors at a large profit to the broadcaster."

The *Banner's* Jan. 17 issue said the publication believes "the responsibility for providing this information . . . belongs to the radio and television stations and not to this newspaper."

WPIX (TV) & Tennis

WPIX (TV) New York is holding discussions with the Tennis Players League, an organization set up to promote interest in tennis, to present a tennis tournament on television. Though details have not been completed, the station is reported willing to carry the tennis competition on a trial six-week basis, starting in April, with the telecast starting at 9 p.m. on a weekday. If successful, the tv tennis tournament would be made available for commercial sponsorship.

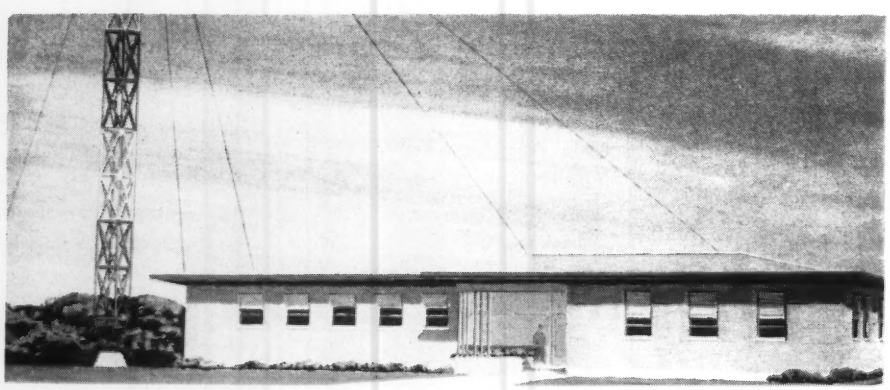
WGLV (TV) Cites Commercials As Meeting Vhf Competition

OFFICIALS of WGLV (TV) Easton, Pa., have cited that ch. 57 station's record in its first six months as evidence that a uhf outlet can compete with vhf stations and come out well commercially.

WGLV, they said, competes in its basic area with 10 vhf outlets. When it started regular operations last Aug. 14, there were about 76,000 tv homes in its primary area and about 3,000 of these had converted to uhf, they declared. Today's estimate: 70,000 sets converted to uhf out of an approximate 100,000.

The station entered its second six months carrying "almost all the commercial programs from DuMont and ABC-TV — 30 programs sponsored by 33 different sponsors, and more expected to come in."

Station is owned by the *Easton Daily Express*, which also owns WEEX (FM). J. L. Stackhouse is president and Richard W. Hubbell is assistant to the president in charge of tv and radio.



NEW HOME of WSLI-TV Jackson, Miss., is shown in this architect's drawing. The ABC-TV affiliate is scheduled to begin operation March 31 on vhf ch. 12 with 214 kw visual, and antenna 700 ft. above average terrain. WSLI-TV is represented by Weed Tv and is GE-equipped.

FIRST digging for construction of WEAT West Palm Beach, Fla., which will be on 850 kc with 1 kw and will be an NBC affiliate, is attended by (l to r): Lake Lytal, chairman, Palm Beach County Commission; James L. Waugh, president, Palm Beach County Resources Development Board; J. R. Meachem, WEAT owner; Elmer Hedrick, president, Coastal Properties Corp.; Clifford H. Glick, WEAT sales manager, and Charles G. Hays, manager, local Chamber of Commerce. Completion of three 255-foot towers and transmitter is expected early this year.

Personnel-Shy WTVP (TV) Uses Audio for Benefit

WTVP (TV) Decatur, Ill., uhf station, raised over $2,600 for the polio drive within an hour Wednesday despite the fact that it was programming via audio only, according to William L. Shellabarger, president. The station was off the air until 11 p.m. because of the resignation of three key executives for policy reasons, with programming and engineering staffs not reporting for duty, he said.

Talent for the polio program was provided by the Gene Autry troupe, which performed in Decatur Wednesday.

In a policy dispute, the three executives submitted an ultimatum at 10 a.m. They were, according to Mr. Shellabarger, Harold G. Cowgill, general manager; Paul K. Taff, program director, and James C. Wulliman, chief engineer.

Mr. Cowgill told B•T he called a staff meeting Wednesday to appraise program, financial and station management policies. When "irreconcilable differences arose regarding program policies and budgeting, Mr. Shellabarger demanded that the three of us resign immediately," Mr. Cowgill said. A United Press story stated that many of the staff members went out with the trio, leaving 15 of the 38 employes still at work.

Radio-Tv Plans Made By Five Baseball Clubs

FOUR major league teams and one West Coast minor league club have announced broadcast plans for the coming baseball season.

The Detroit Tigers said 35 games will be televised during the 1954 campaign, seven on the road. Radio broadcasts of Tiger games will be carried throughout Michigan.

Regional radio coverage of the Milwaukee Braves has been set under sponsorship by Miller Brewing Co. Liggett & Myers Tobacco Co. (Chesterfield cigarettes) will sponsor New York Giants games on WMCA New York. Chesterfields also will sponsor a quarter-hour summary of sports news before and after each game.

All home games of the Hollywood Stars and the Los Angeles Angels will be televised exclusively this year by KHJ-TV Hollywood, starting April 6.

Senators' Plans

Washington Senators baseball team, American League, will telecast 53 games this season, 29 of them road games, according to Calvin Griffith, club vice president. National Brewing Co. again will sponsor the Washington games on radio and tv as well as the Baltimore Orioles on both media in that city [B•T, Jan. 4].

The list of Senators road telecasts may be expanded, according to Mr. Griffith, who is aiming toward a strict policy of road game only telecasts.

Kaufman to XETV (TV) As General Manager

JULIAN KAUFMAN, assistant manager for television of KPHO-TV Phoenix, effective Jan. 22 became general manager of XETV (TV) Tijuana, across from San Diego. The station, operating on vhf ch. 6, is owned jointly by Emilio Azcarraga, Mexican broadcaster and industrialist, and George Rivera.

Mr. Kaufman succeeds Al Flanagan, who recently resigned to become general manager of KCOP-TV Los Angeles (formerly KLAC-TV) under the new Copley Press ownership.

Don Carney Dies at 68

FUNERAL SERVICES for Don Carney, 68, known as "Uncle Don" on children's radio programs on WOR New York and MBS from 1928-47, were held in Miami Beach Jan. 17. Mr. Carney died at his home in Miami Jan. 14. In recent years he had conducted a weekly children's show on WKAT Miami Beach.

'ROUND THE CLOCK
NEWS
with
DON O'CONNOR

More news—more local—more often than any other Milwaukee station . . . that's the product of the WEMP news staff directed by Don O'Connor.

Emphasis is on local news and community events, though national and world affairs are fully covered. That's another reason why Milwaukeeans prefer WEMP, the 24 hour a day music, news and sports station.

National and local advertisers, *who have the facts,* are buying WEMP, where you get up to twice the Milwaukee audience per dollar of any network station.* Call Headley-Reed—get the facts!

** Based on latest available Pulse ratings and SR & DS rates.*

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

WOR-TV 'Multiple Impact' To Use 3 Live 'Repeats'

Low-cost, flexible sponsorships or participations announced for three live week-day shows using a minimum of actors under the station's 'Multiple Impact Plan.'

FORMULA of repeating a live tv program throughout the week, with consequent savings in rehearsal time and other production costs, is the basis of a new "Multiple Impact Plan" WOR-TV New York will put into effect Feb. 1.

Gordon Gray, General Teleradio vice president in charge of WOR-AM-TV, said in announcing the plan: "We've cut costs to give viewers and sponsors highly entertaining programs.

"For more flexibility sponsors may buy, under the Multiple Impact Plan, the program itself or on a participating basis," Mr. Gray said. Advertisers can buy full sponsorship of one or all of a program's telecasts each week or as few as five participations in two weeks—Monday-Wednesday-Friday one week and Tuesday-Thursday the other.

The MIP centers on three dramatic programs Monday through Friday: *Spotlight* (7:30-8:30 p.m.), featuring adaptations of noted stories; *Tales of the Unknown* (7-7:30 p.m.), science fiction series, and *High Tension* (8:30-55 p.m.). Audience building contests will be launched. Three actors will be used in *Spotlight* and one actor and a narrator in the other two.

Also to be offered under MIP are *Miss Nemo*, weather news show, 6:45-6:50 p.m. each weekday, with a viewer contest to select "Miss Nemo" from a variety of girls; *Sports With Jack O'Reilly*, 6:50-6:55 p.m., and *Man From Times Square*, interview-variety show, 11-11:30 p.m.

WOR-TV currently is increasing its late afternoon children's program block with *Cartoons for Children*, 4:35-5 p.m. A series of westerns also will be started in the 6-6:45 p.m. period.

KMO-AM-TV Brings $500,000 in Sale

PURCHASE of KMO-AM-TV Tacoma from Carl E. Haymond by Miss Jessica Longston and associates for $500,000 was announced last week, subject to FCC approval.

Associated with Miss Longston are Miss C. V. Zaser and Robert E. Pollock. Mr. Pollock is manager of KAYO Seattle (formerly KRSC), owned by the Longston group. The same group, plus Mrs. A. T. Brownlow, own KPUG Bellingham, KSEM Moses Lake, both Washington, and KBIO Burley, Idaho.

They hope to make KMO-TV a Tacoma-Seattle station, Miss Longston said. "We have a good signal in Seattle and hope to make it even more a Tacoma-Seattle tv station," she said. KMO-TV is on vhf ch. 13 with 95.5 kw. It is affiliated with NBC and is represented by The Branham Co. It began in August 1953.

Contract calls for $25,000 payment on consummation, plus $40,000 a year for eight years. New owners also take over $150,000 bill due RCA for equipment.

Mr. Pollock will manage the Tacoma properties. Jerry Geehan, present KMO-AM-TV manager, will be retained as manager of KMO, and Ted Bell, assistant manager of KAYO, will be assistant manager of the tv station, Miss Longston announced. Succeeding Mr. Pollock as KAYO manager will be Rod McArdle, present KAYO commercial manager, she said.

KMO began in 1926. It is on 1360 kc with 5 kw.

The Longston group bought the Seattle station last year for $229,500. It is on 1150 kc with 1 kw. Seattle is 25 miles from Tacoma.

PURCHASERS of KATL Houston, Tex. [B•T, Jan. 18] are Jules J. Paglin (l) and Stanley W. Ray Jr. When the sale is approved by FCC, the pair will own four stations; they already own WBOK New Orleans, WXOK Baton Rouge, and KAOK Lake Charles, all Louisiana. Mr. Ray plans to move to Houston to manage the 5 kw station on 1590 kc.

WAGE Sold to Meredith By Revoir for $200,000

SALE of WAGE Syracuse, N. Y., by Frank G. Revoir and associates for $200,000 cash to Meredith Pub Co., parent firm operating vhf ch. 8 WHEN (TV) Syracuse, was announced last Monday. Formal application for FCC approval was to be filed with the Commission late last week.

Meredith's purchase of KCMO-AM-TV Kansas City last fall for $2 million from co-owners Lester E. Cox and Tom L. Evans already has been approved by FCC [B•T, Nov. 16, 1953]. Meredith publishes *Better Homes & Gardens* and *Successful Farming* and also operates WOW-AM-TV Omaha and KPHO-AM-TV Phoenix. The firm acquired the Omaha stations for $2.5 million in 1951 from Francis P. Matthews and associates and the Phoenix stations for $1.5 million in 1952 from John C. Mullens.

Meredith plans to operate WAGE in conjunction with WHEN (TV), with call letters expected to be changed to WHEN-AM-TV, it was stated. A new subsidiary firm, Meredith Syracuse Radio Corp., will be formed to take over WAGE. It is a subsidiary of Meredith Engineering Corp., in turn a subsidiary of Meredith Pub. Co.

Mr. Revoir, president and principal owner of WAGE Inc., present licensee, founded the station in 1941. It is an ABC outlet, assigned 5 kw day, 1 kw night-directional on 620 kc.

WHEN (TV) was founded by Meredith in 1948. It is an ABC, CBS and DuMont affiliate.

WAGE in early 1949 returned to FCC for cancellation a pre-freeze construction permit for vhf ch. 10 at Syracuse. WAGE decided not to go into television at that time because of economic and technological uncertainties.

MOBILE, ALA., TAXES RADIO, TV OUTLETS

NEW business tax on radio and television stations was quietly slipped into the city laws of Mobile, Ala., last December, with stations receiving bills a few days ago calling for payment of a $200 annual license fee.

WKRG there has protested imposition of the levy, retaining counsel to fight it, according to Frank Conwell, general manager. Other stations have not indicated their course of action but it is believed they will either protest or simply ignore the tax.

Because of the doubtful legality of this type of tax on radio and tv stations, the Mobile city council added a paragraph explaining that it did not apply to the portion of a station's business that may be in interstate or foreign commerce, or to business done with the U. S. Government.

City taxes of this type were originally fostered several years ago by the National Institute of Law Enforcement Officers, with Little Rock, Ark., one of the first to pass such a tax law. The Little Rock license tax of $250 was upheld by the state court and the U. S. Supreme Court dismissed an appeal in 1949.

An Albuquerque, N. M., 2% tax on gross receipts of stations went through a series of suits and while the tax was upheld, in effect, on local business it has not been collected.

A gross income tax in Hawaii has been fought by NARTB but upheld in the territory's court. It has not been ruled on by an appellate court.

Inland Radio Announces New Executive Changes

EXECUTIVE changes brought about by the death of Lee W. Jacobs, president of Inland Radio Inc., which operates KBKR Baker, KSRV Ontario and KLBM LaGrande, all in eastern Oregon, were announced last week.

At a special board meeting Jan. 11 in the executive offices at Baker, Gordon L. Capps, general manager of KSRV and vice president of the firm, was named president. He also will retain his managership of KSRV.

Mrs. Lee W. Jacobs of Baker was named a director and vice president and Mrs. Marshall E. Cornett remains in her post as secretary-treasurer.

Mr. Capps said Charles E. Harland, Inland technical director, has been named assistant manager of KSRV. Appointment of Kenneth F. Holden as assistant manager of KBKR was announced by Kenneth B. Lockwood, station general manager. Kenneth Lillard continues as general manager of KLBM.

WOR-TV to De-Ice Tower In New Jersey, Says Gray

DE-ICING equipment will be installed on WOR-TV New York's 810-foot tv tower in North Bergen, N. J., Gordon Gray, General Teleradio vice president in charge of WOR-AM-TV, has announced in answer to complaints from residents that icicles formed on the tower during the winter have dropped and hit pedestrians.

WOR-TV since December has been transmitting from the Empire State Bldg., and has offered use of the North Bergen tower to educational groups [AT DEADLINE, Jan. 11]. Mr. Gray said the state educational departments of both New York and New Jersey tentatively

have accepted the WOR-TV offer and are planning a meeting to devise an operational pattern for use of broadcast time among educational institutions. General Teleradio will retain the tower and transmitter facilities in North Bergen for emergency use, Mr. Gray said.

He noted that continued retention of the facilities by WOR-TV will assure North Bergen and Hudson County more taxation revenue.

DAVIDSON TO HEAD WTAM-WNBK SALES

WILLIAM N. DAVIDSON, national manager of NBC Radio Spot Sales since August 1952, last week was promoted to assistant general manager and director of radio and television sales for WTAM-AM-FM, WNBK (TV), NBC-owned stations in Cleveland.

Lloyd E. Yoder, general manager of the Cleveland stations, announced the appointment on Thursday and said it was effective immediately. Mr. Davidson's appointment came on the heels of the resignations of William P. Dix Jr. and Charles Philips as sales managers of WTAM and WNBK, respectively, to take similar posts with WOR and WOR-TV New York [B•T, Jan. 18].

4 NBC O&Os Plan All-Night Programs

FOUR of NBC's five owned radio stations—all its owned clear-channel outlets—are slated to be engaged in all-night programming by Feb. 1, programming individually and in each case catering to the tastes of the local audience.

Under the sales plan, one-minute spots will be offered, half of them for local sale and half for national spot advertisers, but the latter will be required to buy all four stations. These are WNBC New York, WTAM Cleveland, WMAQ Chicago, and KNBC San Francisco.

Explaining the plan, Charles R. Denny, NBC vice president in charge of the owned and operated stations division, said the all-night programming will be provided not only as a further service to the communities in which the stations are located, but also "for the benefit of the vast areas reached by their nighttime skywave signals." At night, he said, the stations "provide a signal to a greater part of the U. S."

He described the sales plan as a "unique" one "whereby a national advertiser can purchase one or more announcements every hour throughout the night every night on all four stations."

WRC Washington is not involved in plan.

Terry in Denver Hospital

HUGH TERRY, president and general manager of KLZ-AM-TV Denver, is in General Rose Memorial Hospital there, recuperating from a slight heart seizure. He is 45.

A Good Reason

WATV (TV) Newark, N. J., is adding another hour to its weekday schedule, made necessary, station spokesman said, "by pressure of advertisers since our transmitter was moved to the Empire State Bldg. in New York." WATV (TV) now goes on the air at noon instead of 1 p.m., Monday through Friday.

KPTV (TV) to Build New 500-ft. Tower

NEW 500-foot tv tower to be constructed by KPTV (TV) Portland, Ore., will eliminate completely three of the current close-in shadow areas in that locality and bring 60% improvement in remaining shadow areas, the station has announced.

The statement was made at the same time the uhf ch. 27 outlet announced the city council has approved KPTV's application to construct the antenna on Council Crest and extended to 20 years the station's permit to maintain broadcast facilities on Council Crest.

The new tower, to be 290 feet higher than the existing one, will be the one currently used by WXEL (TV) Cleveland. It will be dismantled and shipped, with KPTV's target date for operating from the higher tower set approximately three months away. The present 210-foot tower will then be used by the city at no cost for an expanded civil defense program, KPTV said.

WDAK-TV Adds Duties

JACK RATHBUN, director of operations and film buyer at WDAK-TV Columbus, Ga., also has been put in charge of programming, station has announced. Johnny Hugenberg, traffic director, has had production chief's duties added, and Jack Poole, former cameraman, has been named technical director. New film department director at WDAK-TV is Ronnie Otwell.

WKLO-TV

LOUISVILLE

Announces the appointment of

VENARD, INC.

AS EXCLUSIVE

NATIONAL REPRESENTATIVES

WKLO-TV

CHANNEL 21
LOUISVILLE

Joe Eaton, President-General Manager

STATIONS

WABC-TV to Award $75,000 In 'Lucky Seven' Contest

A TELEVISION contest described as the "biggest" ever staged in New York was set by WABC-TV last week, with prizes totaling $75,000 in cash and total cost of the contest placed at almost $300,000.

Titled "Lucky Seven" after the station's ch. 7 assignment, the contest starts Feb. 1 and covers the five-week period to March 7. It will stress to viewers the station's increased programming, new star talent, and technical facilities. A total of 1,717 prizes from $10 to $10,000 will be awarded—1,106 to winners of write-in phases of the competition and 611 to winners found by telephone calls. The contest will be packaged by the production firm of Masterson, Reddy & Nelson—and major prize-winners will be announced by John Nelson of that company in special "Lucky Seven" telecasts each day or night during the contest.

KGUL-TV Plans Houston Site

KGUL-TV Galveston, Tex., has announced plans to open a second studio in the new Prudential Life Insurance Building in Houston. The new studio, which the station hopes will be in operation by early April, will be located on the 19th floor of the modern office building and will be equipped to broadcast simultaneously with the main studio in Galveston.

WCAU-TV Buys New Site

PURCHASE of a 30-acre tract for a new transmitter of WCAU-TV Philadelphia has been announced by Bob Pryor, vice president in charge of promotion and public relations, WCAU Inc. Construction has started at the new site in the Roxborough section of the city and it is expected that the tower will be completed by early summer.

Representative Shorts

WCBM Baltimore has named Venard Inc. as exclusive national representative effective Jan. 15. The station operates with 5 kw night 10 kw day on 680 kc.

WJJD Chicago appoints Radio Representatives **Inc.** as national sales representative.

Stars National Inc., N. Y. station representative firm, names Maurice A. Kimball Co. Inc., L. A. and S. F. magazine advertising sales firm, to represent N. Y. firm's list of eastern and southeastern stations in 11 western states.

WTVU (TV) Scranton, Pa., appoints Everett-McKinney Inc., N. Y., as national representative.

KDRO-AM-TV Sedalia, Mo., names John E. Pearson Inc., N. Y., as national representative, effective immediately.

Blatz First in Line

WTMJ-TV Milwaukee has a standing order from Blatz Brewing Co., that city, for sponsor rights to the first local live color program it puts on the air, the *Milwaukee Journal* station has reported. Blatz and WTMJ-TV cooperated last year on a special project involving a telecast of art pieces in that city. The advertiser was so satisfied with that arrangement it plans to move into local color tv at the earliest opportunity, the station reported.

MILESTONES

► WWL New Orleans held a birthday celebration marking 15 years of sponsorship of *Esso Reporter* on the station. Before the cake was cut WWL General Manager W. H. Summerville presented a 15-year plaque to Cass Wilbourne, Esso advertising manager in New Orleans.

► THE OLDEST continuously sponsored program on WMAQ Chicago—the early morning *Your Neighbor Show,* with June Marlowe—has begun its 19th year. The program has been sponsored since its inception by Wieboldt Stores of Chicago and emceed by Miss Marlowe (who is really Myrtle Green of Wieboldt's) for 13 years.

► BERNIE FOX, sales-service manager of KMOX St. Louis, has been awarded a pin in recognition of his 20 years of service with the station. Eugene B. Wilkey, KMOX general manager, made the presentation at a company award dinner.

►*Esso Reporter* has observed its 18th anniversary of broadcasting over WRC Washington.

►WOW Omaha, Neb. has honored the Reverend R. R. Brown with a pin for 30 years service. Rev. Brown's *World Radio Congregation* is the oldest continous program on WOW.

►EDMUND DENNEY, blind tenor, has celebrated his 14th year of broadcasting for the same sponsor, Merchants Biscuit Co. of Omaha, on his morning program over WIBW Topeka, Kan. He has been with the station for 18 years.

►KTTV (TV) Hollywood *Success Story,* sponsored by Richfield Oil Corp., has started its fourth consecutive year, having chalked up more than 126 behind-the-scenes success stories of various Southern California manufacturing plants. The program, a live telecast, has traveled more than 3,000 miles getting to and from locations, laid more than 65 miles of camera cable and used more than 20,000 man hours of engineering time.

► KNBH (TV) Hollywood, NBC o & o station, marked its 5th anniversary Jan. 16.

TWENTY-FIVE years as an NBC affiliate won this plaque for WKY Oklahoma City. Gov. Johnston Murray (l) presents the award on behalf of the network to P. A. (Buddy) Sugg, station's manager.

NEWSCASTER Beckley Smith (seated, l) begins his 20th year of broadcasting for Kaufmann's department store, Pittsburgh, on KQV there. His broadcast guests are Irwin D. Wolf (seated), Kaufmann's vice president-general manager, and (standing, l to r) Gunnar O. Wiig, KQV executive vice president; James F. Murray, station manager, and Alan Wells, Kaufmann's advertising manager.

FIRST 25-year awards by Scranton Broadcasting Co. (WGBI-AM-FM-TV Scranton, Pa.) go to George D. Coleman (l), general manager, and Robert E. McDowell (r), stations manager. Silver anniversary awards are presented by Mrs. Douglas M. Holcomb (2d l), vice president, and Mrs. M. E. Megargee, president.

President Pettibone's not petty.

He's just particular!

Jim Pettibone, President of WHOA, AM-FM, is big-hearted! There's nothing penny-pinching about Pettibone. But he spends money wisely! Over Chicken and Peas at the weekly Service Club meeting, he'll *tell* you why he bought a Rust Remote Control System.

JUST LIKE WE'RE TELLING YOU

.... **because Rust** has no tubes (compared with another system which shall remain anonymous and which has 37 tubes in control and metering circuits, failure of any one of 10 of which would put the station off the air). No tube failures, no tube replacement, with **Rust!**

.... **because Rust** has only one control adjustment other than meter calibration—compared with more than 2 dozen in the same competing system. The above based on complete systems of comparable capacity.

.... **because Rust** uses fewer components and better components and simple, straightforward circuits, too! The best is cheapest, says Pettibone.

.... **because Rust** uses less floor and rack space so there's no need to hire a hall to house a system almost as big and complicated as the transmitter it presumably controls!

.... **because rental** of phone lines for the Rust system costs less (for life!) than any other system—one line or two, tone system, or what have you! (just ask Bell. You'll see!)

.... **because Rust** consumes less power than any other system.

.... **and because Rust** is the pioneer—with reliable systems in almost every state! Jim Pettibone says:

"NOTHING REMOTELY COMPARES WITH RUST REMOTE CONTROL!"

MORAL — Write, Wire or Phone . . .

★

the rust industrial company, inc.

608 WILLOW STREET MANCHESTER, NEW HAMPSHIRE, U. S. A.

LUBBOCK, TEXAS

FIRST IN WEST TEXAS

...and in West Texas first in live production!

DUMONT CBS PARAMOUNT

represented by Avery-Knodel, Inc.

EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural

W. D. "Dub" Rogers, President
Mike Shapiro, Asst. Mgr., Director of Sales

channel 13

LUBBOCK, TEXAS

CHICAGO EDUCATORS NEAR FUND GOAL

FURTHER developments have been reported by the Chicago Educational Television Assn. on its ch. 11 operation, scheduled to begin programming sometime this fall.

Edward L. Ryerson, retired industrialist and CETA chairman, reported:

(1) Ch. 11's fund drive has reached 80% of its goal, or about $860,000 of the $1,100,000 estimated to construct the station and operate it for two years.

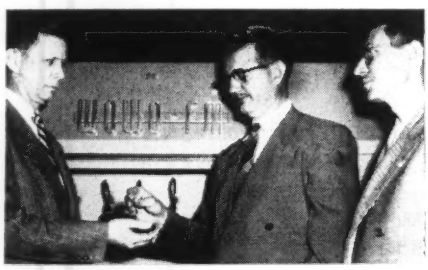
(2) "A long list of prospects" is being scanned for the station's managerial post, with interviews being conducted on a nationwide basis.

(3) A decision is expected momentarily from the FCC on designation of call letters, to be selected from over 300 suggestions sent to CETA.

(4) A Program Advisory Committee has been set up to consult with institutions participating in CETA. A subcommittee on programming for the Educational Advisory Board also has been established.

(5) Seven more institutions have been added to CETA, bringing voting membership to 25.

Members of the new Program Advisory Committee are: Dr. Norbert J. Hruby, public information director, Loyola U., chairman; Donley F. Fedderson, chairman of radio-tv department, Northwestern U.; George Jennings, radio-tv director, Chicago Board of Education; George Probst, radio-tv director, U. of Illinois; Homer Heck, radio-tv department, and John McElroy, account executive, both Foote, Cone & Belding, Chicago.



GIFT of its 10-kw fm transmitter by WOWO Fort Wayne, Ind., to Taylor U., Upland, Ind. [B•T, Jan. 11], is accepted in this ceremony. Rev. Evan H. Bergwall (l), university president, receives keys from Bruce Ratts (c), chief engineer, and Ronald R. Ross, public service director, both of the Fort Wayne station.

VOD Contest Names Twelve Student Finalists

TWELVE finalists have been named by the Voice of Democracy Contest committee for final screening by a group of civic leaders and prominent officials who will select four national winners. Blind recordings will be used to select the four finalists from a million students who wrote and voiced five-minute broadcasts on the subject, "I Speak for Democracy."

Each of the winners will receive $500 scholarships and radio-tv consoles, along with trips to Washington and colonial Williamsburg. Sponsoring the contest are NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce.

Awards will be presented Feb. 24 at a Shoreham Hotel luncheon in Washington during Feb. 19-26 Awards Week. The winners will be guests at the annual Democracy Workshop Feb. 19-21 at Williamsburg, along with some of the state contest winners.

The 12 student finalists are: Roger Harry Davidson, Fort Collins, Colo.; Raymond J. Langley Jr., Washington, D. C.; Gordon Timothy Johnson, Rockford, Ill.; Philip M. McCoy, Kansas City, Kan.; Dianne Helen Larson, Glen Lake, Minn.; Philip C. Ritterbush, Laconia, N. H.; Candida Pilla, Trenton, N. J.; Elizabeth Ellen Evans, Akron, Ohio; Joseph H. Gerdes, Harrisburg, Pa.; John Jellicorse, Knoxville, Tenn.; Joel Howard Cyprus, Wichita Falls, Tex., and Judy Lynn Baldwin, St. Johnsbury, Vt.

D. C. Educational Tv Group To Start Fund Drive in April

PLANS to launch a $400,000-$450,000 fund-raising campaign about April 1 to construct an education tv station on reserved uhf ch. 26 in the Nation's Capital was announced by the Greater Washington (D. C.) Educational Television Assn. after a meeting Monday.

The Association proposes to file an application for the reserved ch. 26 facility as soon as sufficient funds have been raised. A pending bid for the same facility by the District of Columbia Board of Education has been delayed because Congress has not provided funds.

Dean Martin A. Mason of George Washington U., who has been re-elected chairman of the board of trustees, reported he has received oral pledges for use of existing equipment and facilities representing a "considerable sum of money," and that progress has been made towards cooperation with the D. C. Board of Education.

U. of Wisconsin, Iowa U., Get NAEB Program Grants

THE U. of Wisconsin will produce a series of tv programs on the undesirabilities of rapid and haphazard city growth, under a $8,000 grant from the National Assn. of Educational Broadcasters, the university has announced. *Crisis in the City* series will be kinescoped in the UW Tv Lab and will be televised on WHA-TV Madison, UW station, when it begins operation.

The grant is one of 14 made by NAEB, from money appropriated by the Ford Foundation's Fund for Adult Education to colleges and universities for radio and tv programs on varying subjects [B•T, Dec. 14, 1953].

WSUI Iowa City, U. of Iowa radio outlet, was awarded $5,000 by NAEB to produce a radio series *How's the Family?* The series will be written by Fred Sederholm, director, State U. of Iowa School of the Air, and directed by James P. Wehr, WSUI assistant program director.

NAEB Readies Asia Series

TOTAL of 23 of a projected series of 39 programs in which outstanding Asian leaders and personalities discuss their culture, history, aspirations and economic and social conditions are slated for distribution to member stations of the National Assn. of Educational Broadcasters' tape network.

The series of half-hour programs, featuring on-the-spot interviews and discussions from 10 Far Eastern countries, was produced by the NAEB in cooperation with the Committee for Free Asia Inc. and was announced last week by NAEB President Graydon Ausmus. Series is titled *Asia Reports.* Robert Goralski, a staff member of the Committee for Free Asia, is interviewer and moderator.

Highway Safety Meet To Plan Broadcast Role

RADIO and tv support for accident prevention will be developed at the White House Conference on Highway Safety, to be held Feb. 17-19 at Constitution Hall, Washington. Harold E. Fellows, NARTB president, will speak on broadcast participation in the campaign.

The conference seeks a 40% reduction in traffic and injuries in 1954. Representatives of media held a Jan. 12 meeting in Washington to lay preliminary plans. A special media committee includes Charles F. McCahill, past president of American Newspaper Publishers Assn.; Mr. Fellows; Robert Kintner, president of ABC; Thomas F. O'Neil, president of MBS; Frank Stanton, president of CBS, and Sylvester L. Weaver, president of NBC. Ralph W. Hardy, NARTB government relations vice president, represented NARTB at the Jan. 12 session.

Broadcast representatives from all states are to take part in the Feb. 17-19 meeting along with delegates from all types of commercial, civic and religious agencies.

Aid to 'Freedom Crusade'

COOPERATION already extended by radio and television stations and networks and advertisers and their agencies in support of the nation-wide campaign in behalf of Radio Free Europe was lauded last week in a statement from the Crusade for Freedom.

The campaign will culminate in "Freedom Week" (Feb. 12-22).

WTPA (TV) Raises $51,000

MORE than $51,000 for cerebral palsy was raised by an 18-hour telethon over WTPA (TV) Harrisburg, it has been announced by Headley-Reed Tv, station representative company. The telethon, which was presented from the station's main studio, was organized by David Bennett, WTPA general manager, and directed by Don Wear, program director. Among the personalities who appeared on the program were Roberta Quinlan, John Reed King, Ray Malone, Al Morrison and his Skyline Rowera Trio and Anita Lawrence, local vocalist.

KGMB-TV Telethon for Hospital

KGMB-TV Honolulu reports it staged Hawaii's first telethon to spark the $248,000 Kapiolani Hospital fund drive. The station says that not only did radio and tv personalities from all Honolulu stations volunteer amateur auctioneering stints, but Hawaii Gov. Samuel Wilder King, Secretary Farrant L. Turner and vacationing industrialist Henry J. Kaiser also took part.

Radio & Old Shoes

RADIO proved its worth in California recently, when KRDU Dinuba and a local furniture store collected over 9,000 pairs of shoes for needy persons from a population of 4,760 in Reedley, Calif.

KRDU and Mathis & Bolinger Furniture Store in a joint publicity campaign, collected the assorted footwear for local charities and drew potential customers into the furniture store.

The "Old Shoe Round-up," which offered school children prizes for the top contributor, began paying dividends almost as soon as it started. Shoes by the pair, by the dozen and even by the truckload began pouring into the furniture store.

KPRC-TV Houston's 15-hour telethon raised $159,081 in funds for construction of a "Lighthouse for the Blind" building in that city. Jack Harris (l), KPRC-AM-FM-TV general manager, accepts a plaque from Ray Elliott, president of the sponsoring Houston Central Lions Club, praising the station for its work.

KNX Studies Smog Problem

THE SMOG problem in Los Angeles was treated on KNX Hollywood's hour-long special service program, "Troubled Air," Jan. 15. The program explored the problem and presented possible solutions by various experts. Much of the show was devoted to interviews which affected businessmen, workers and property owners, as well as scientists studying the nature of smog. William Kenneally, KNX newscaster, narrated and the efforts of the entire station news staff were represented on program.

WWJ-TV Appeal Finds Rare Blood

PUBLIC appeal for blood by WWJ-TV Detroit was instrumental in saving the life of a 13-year-old boy. Paul Williams, WWJ-TV newscaster, broadcast a plea for a rare type blood for James Emmons, youth who had suffered an accidental rifle wound. More than 2,000 offers came in, some from as far as Montreal.

WRFD 'Nite Ray' Campaign

WRFD Worthington, Ohio, is promoting a campaign urging the placing of "Nite Ray" glowing arm bands on the clothing of children when they walk on the streets.

Data for 'Dimes'

SPECIALLY prepared material has been sent to every radio station in the U. S. and territories for use this month to raise $75 million for 1954 March of Dimes campaign. Radio stations have received 15-minute transcribed programs featuring top personalities; five-minute interview shows for disc jockeys; one-minute celebrity announcements and 30-second spot announcements. Television stations have been supplied with filmed messages and spot announcements, plus kits of slides.

10 DAY SATURATION SCHEDULE

Sells 70 Automobiles

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than ½-of-1 per cent.

Outstanding sales successes like the above is the one big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.

WOC
THE QUINT-CITIES AM - FM ALSO TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

MUTUAL, AFFILIATES MEETING ROUTINE; PROGRAM PAYMENT PLAN NOT REVIVED

Biloxi meeting heals many of the hurts brought on by last fall's Cape Cod plan. Networks tells of upcoming study of audience composition in 20 television markets.

MUTUAL network stations held their first affiliate-sponsored convention last week but left their two-day meeting at Biloxi, Miss., without any sort of a programs-for-time payment policy.

Instead, the delegates headed homeward Tuesday with the conviction that stations and network had talked out of their systems much of the rancor prevailing last autumn when the new payment idea, known as the Cape Cod plan, had aroused affiliates in many states.

This new network concept of paying stations by means of programs instead of money appeared to be dead. Last autumn it had been rejected by the Mutual Affiliates Advisory Committee after intense opposition had developed among station groups, leaving the network in an embarrassing spot.

Of top interest to many stations was the disclosure that MBS is planning an audience composition study in 20 top television markets. This would show amount of listening to each set in the home plus out-of-home listening, particularly in autos.

Thomas F. O'Neil, MBS president, quickly dispelled any notion that he was trying to revive the program idea when he faced Biloxi delegates last Monday. "The Cape Cod plan is dead," he said. "I have no plan to offer."

Victor C. Diehm, head of the Diehm northeastern station group and MAAC chairman, introduced Mr. O'Neil by quipping that he hoped Cape Cod might some day be known as a resort instead of a network-station idea.

The Cape Cod plan was originally sponsored by MAAC but during the autumn it aroused bitter feeling as some stations figured it was a scheme to line the network's coffers at their expense, besides hinting that the network was giving some big-city stations special deals.

While the Cape Cod plan was just about buried for the time being, network officials including Mr. O'Neil conceded they still feel the idea is good. They aren't willing to take the lead, however, after the experience last fall.

Routine network-station problems were aired during the Biloxi meeting. Topics included quality of network lines, mail-order business and co-op programs. The network made clear that all mail-order projects are carefully screened to protect both MBS and affiliates.

Stations suggested they should be allowed to sell parts of co-op programs not completely sold by the network—the second half of a program which has a national sponsor for the first half, for example. One delegate proposed to waive income from the nationally-sold portion for the privilege of selling the remaining portion locally.

A proposal was made to conduct a radio sales clinic over the MBS closed circuit, with Fred Palmer, management consultant, as instructor. No action was taken pending study of operational problems.

Mr. O'Neil quickly made clear that altruism doesn't fit into the affiliate-network picture. Both should take a selfish viewpoint, he said, adding that the elements can be reduced to two questions, "Do you need the network?" and "Do we need you?"

About a fourth of station income comes from networks, he said, compared to over 60% a score of years ago.

"Nothing should go on the air unless it is salable," Mr. O'Neil continued. He favored the MBS multi-sponsorship plan and suggested the network is not economically feasible without it. He outlined advantages of the plan. The act of getting programs instead of money from the network is not an invasion of national spot or of a station's sovereign rights, he said, describing the difficulty of tailoring programs to suit all 560 MBS stations and calling money the common denominator of affiliates and network. "Mutual prefers to put money back into programs," he said, in recalling that the average affiliate rate is $100 per half-hour with the station getting $6.25 from the network for the time. The network in turn has to pay agency, talent, production costs and other expenses and doesn't get much more for itself, he said.

"We can't pay you better than spot," he continued, "but the programs we can give would be superior." He contended networks give stations "a national flavor," supplementing local atmosphere with national aspect. He recalled that negotiations were under way at one time with M-G-M but these fell through, forming the basis for the Cape Cod plan of exchanging programs for time.

Mr. O'Neil said his job is to eliminate waste. He said he was not in Biloxi to lobby for the Cape Cod program though endorsing the principle. He stressed the need for harmony.

Herbert C. Rice, MBS program vice president, was the first network speaker Monday morning. He traced the trend toward radio specialization and rising production costs. He discussed children's strips, observing the *Woody Woodpecker* series is carried by 399 affiliates, and said the teen-age market has not been developed. A story element is appearing in audience participation shows, he said, and added that the network plans to strengthen the morning lineup with such programs. Night programming will not be changed much.

Bert Hauser, co-op program vice president, said radio is not getting its share of the millions spent in co-op advertising, especially in newspapers. He urged affiliates to go after this type of business, working from top management of big advertisers rather than with the local dealer.

Robert A. Schmid, executive vice president in charge of sales, advertising, public relations and research, stressed the advantages of multiple-message across-the-board programming. He said a listener survey showed MBS had increased its audience 14.4% in a year while other networks concentrated on tv.

Questioned on Television Plans

In the Tuesday question-answer session Mr. O'Neil said Mutual has no intention to enter television as such though it may operate a program service. General Teleradio has bought the Phillips H. Lord properties for radio-tv use and plans to produce some programs for tv. It has turned out a series in conjunction with Fox Movietone News which is being sponsored by General Tire in some markets and syndicated in others [B•T, Dec. 28, 1953].

The Mutual executives said they definitely planned to continue carrying baseball.

A series of resolutions commended MBS executives for their participation and covering of other convention arrangements. Members of the resolutions committee were John Cleghorn, WHBQ Memphis, chairman; Matthew Bonebrake, KOCY Oklahoma City; William J. Doerr Jr., WEBR Buffalo; William Bennett, KTHT Houston; Ray Jensen, KSAL Salina, Kan.; George Hatch, KALL Salt Lake City; Robert Holmes, WBCK Battle Creek, Mich., and Ed Mullinax, WLAG LaGrange, Ga.

Registration totaled 148 delegates plus 70 wives, with some delegates representing groups of stations.

Mr. Diehm was given an ovation by the delegates for his role in organizing the convention and representing affiliates as MAAC chairman. Hugh Potter, WOMI Owensboro, Ky., presented Mr. O'Neil with a commission as Kentucky Colonel, with J. Porter Smith, WGRC Louisville, giving scrolls to vice presidents.

On motion of Sam W. Anderson, KFFA Helena, Ark., representing Arkansas stations, the convention voted to carry out plans to make the meeting an annual affair. MAAC will arrange time and place.

RESOLUTIONS COMMITTEE at the MBS affiliates convention in Biloxi (l to r): seated, Matthew H. Bonebrake, KOCY Oklahoma City; Bill Doerr, WEBR Buffalo; Bill Bennett, KTHT Houston; John H. Cleghorn, WHBQ Memphis, chairman; standing, Ray V. Jensen, KSAL Salina, Kan.; George C. Hatch, KALL Salt Lake City; Robert H. Holmes, WBCK Battle Creek, Mich. Edwin Mullinax, WLAG La Grange, Ga., is not pictured.

Austin Joscelyn Quits CBS-AM-TV Hollywood

AUSTIN E. JOSCELYN, director of operations for CBS Radio and Television in Hollywood for the past 4½ years, resigned Friday, with his future affiliation to be announced.

MR. JOSCELYN

Mr. Joscelyn joined CBS in 1937 as radio sales account executive in Chicago and later was appointed manager of WBT Charlotte, then owned by CBS. He left two years later to become manager of WCCO Minneapolis, resigning that post in 1947 to become vice president of Northwest Linseed Oil Co. He returned to the network two years later to assume his most recent position.

NBC-TV Starts New Merchandising Plan

'Star Value Parade' is designed to let 20,000 food stores tie in the network's stars with point-of-sale material.

CHANCE for NBC-TV advertisers to tie in their tv stars with point-of-sale material in 20,000 food stores is offered by "Star Value Parade," merchandising promotion plan announced Wednesday by Fred N. Dodge, NBC director of merchandising.

"For the first time," Mr. Dodge said, "a national tv network will make it possible for stores and participating advertisers to capitalize on the popularity of an entire line-up of stars to build traffic, sales and profits."

As explained by Mr. Dodge and Murray Heilweil, manager of merchandising, "Star Value Parade" will be launched coast-to-coast in a few weeks, with such stars as Bob Hope, Jimmy Durante, Dave Garroway, Wally Cox, Roy Rogers, Kate Smith, Sid Caesar, Imogene Coca and others portrayed on hundreds of thousands of pieces of point-of-sale material to be distributed during the promotion in cooperating stores, providing participating advertisers with a continuous, coordinated series of displays in 5,000 food stores every 13 weeks.

Spiral Promotion

In a sort of spiral promotion, the plan helps the client to tie in his product with his tv stars and to capitalize on their popularity at point-of-sale and also to promote the program to the store's shoppers, creating new viewers and customers, it was said.

The "Star Value Parade" offers participating food stores a chance for a merchandising tie-in with a whole line of top tv stars, NBC pointed out, while the network's tv affiliates get an opportunity to establish close relations with food retailers in their areas and also with the district sales offices of NBC-TV clients. The plan is divided into four separate 13-week cycles, with each chain or group of independent food stores offered the promotion exclusively in its city or trading region during one 13-week period.

Complete merchandising point-of-sale kits, including banners, over-the-wire hangers, shelf talkers, end displays, advertising mats and suggested commercials, will be made available to stores taking part in the promotion, under the direction of Gordon Lane, NBC merchandising promotion manager.

NBC merchandising supervisors across the country and NBC-TV affiliates will coordinate the "Star Value Parade" on local and regional levels, NBC said. It also will be promoted by NBC through network chime breaks and in a trade advertising campaign.

ABC Program Posts To Hamilton, Armor

APPOINTMENTS of William D. Hamilton as eastern program manager and Addison Armor to the newly-created position of director of program sales for ABC Radio was announced last week by Ray Diaz, ABC Radio national program director.

In his new post, Mr. Hamilton, who has been eastern production manager for ABC Radio, succeeds Leonard A. Blair, who has been appointed assistant to the producers of the new ABC-TV program, *The Mask*.

MacDonald to NBC-TV

DUNCAN MacDONALD, supervisor of women's and religious programs for the DuMont Tv Network, has resigned to join NBC-TV, where she will work on that network's projected new *Home* program. *Home* is planned as a woman's magazine of the air and is one of the more ambitious tv shows. It will be at least an hour in length.

WVEC-TV NBC Basic With Longer Contract

SIGNING of a new two-year affiliation contract with WVEC-TV Hampton, Va. (uhf ch. 15) was announced last week with NBC-TV, canceling the contract originally signed with the station and, under the new one, now making it a basic affiliate.

"Our new affiliation agreement with station WVEC-TV is a reaffirmation of our original and fundamental belief in the ability of uhf television to provide a valuable and complete program service to communities where it is established," NBC Station Relations Vice President Harry Bannister said in a statement in which he and Thomas P. Chisman, president and general manager of Peninsula Broadcasting Corp., which owns WVEC-TV, jointly announced the new contract.

'It Is Tribute'

"More than that," Mr. Bannister continued, "it is a tribute to the great job done by Mr. Tom Chisman and his fine staff in quickly building a substantial audience for his station in the Tidewater area of Virginia. The efforts of the WVEC-TV organization in building and promoting uhf have made it possible for NBC to extend its program service to thousands of families in the WVEC-TV viewing area and that audience is continuing to grow."

Mr. Chisman said he thought the new contract "points up the complete faith of NBC and WVEC-TV in the bright future of uhf television in the Tidewater area. We are just beginning to roll down in Norfolk now and, through this new association with NBC will

Do You Know This Man?

He is Loyal Vickers, manager of KRUL, Corvallis, Oregon. He says—

"The SESAC Transcribed Library is really the best buy for any station, large or small. As a complete program service it would be hard to beat at any cost. We find it has been an invaluable part of KRUL's programming from the day it arrived. And this is just one of the reasons I'm sold, and am selling, SESAC shows."

AT YOUR STATION — See and hear the SESAC Program Service by dropping a card to—

SESAC Transcribed Library

475 Fifth Avenue **New York 17, N. Y.**

be able to expand our service to the community. . . . In this connection, we will have completed by next summer a new studio in Norfolk which will provide even greater facilities for WVEC-TV to serve the community."

WVEC-TV first affiliated with NBC last June 17 after WTAR-TV Norfolk, which had been the NBC outlet in that area, switched to CBS-TV. WVEC-TV commenced operations Sept. 19.

KDAL-TV Duluth joins NBC-TV [B•T, Jan. 18]. Signing are (l to r) Dalton Le Masurier, president-general manager of Red River Broadcasting Co., licensee; Odin S. Ramsland, KDAL-TV vice president-commercial manager, and Harry Bannister, NBC vice president for station relations. KDAL-TV expects to begin on vhf ch. 3 about March 15.

CBS-TV Buys Arena For Chicago Studios

CBS-TV's $1.5 million purchase of the Chicago Arena, to be used by WBBM-TV there for network and local originations, was announced last Monday by H. Leslie Atlass, vice president in charge of CBS Central Division and general manager of WBBM-AM-TV.

Mr. Atlass reported WBBM-TV will relinquish facilities in the Garrick Theatre and the State-Lake Bldg. The arena is at 630 N. McClurg St. on the city's lakefront.

The CBS vice president also revealed plans for a new tv network early-morning program, opposite NBC-TV's *Today*. Chicago will feed one of three hours to the network, and New York the remaining two. No starting date was set.

$1.5 Million Renovation

The Chicago arena facilities will be occupied in April and used for programming this fall. Ring of the arena will be used for studio space (perhaps 50,000 square feet) and the rim for offices under a $1.5 million renovation program.

The arena will be the largest enclosed video studio space over 75,000 square feet except for CBS' Hollywood Tv City, Mr. Atlass claimed. He added that cost of operation is expected to be considerably less than that for competing network facilities in Chicago. Audience-type participation studios, mobile units and other type facilities will be accommodated in the arena.

RCA SHOWS 19-INCH COLOR KINESCOPE TO TUBE LICENSEES AT DEMONSTRATION

Tube manufacturing representatives see new kinescope demonstrated at Sarnoff Center and receive advance data on production and design. Limited availability is expected the last half of this year. The tube licensees also hear of other RCA tube research.

RCA Thursday gave its tube licensees a first look at its new 19-inch shadow mask tricolor kinescope, which has a picture area of 162 square inches, nearly double the picture area of the RCA 15-inch tricolor tube, and the same brightness as the smaller tube.

The demonstration was given at a technical symposium at RCA's David Sarnoff Research Center in Princeton. Tube licensees also were given advance information on design and production of the new tube, which is enclosed in a glass envelope and is expected to be available commercially in limited quantities the latter half of 1954. In the demonstration, a colorcast originating in NBC's Colonial Theatre in New York and beamed to Princeton by microwave was received on both RCA's new 19-inch tube and its 15-inch kinescope, already in production as the tube used in the first commercial color tv sets.

In addition to learning about the new 19-inch shadow mask tube, described as an interim model, RCA's licensees also were told of RCA's continuing research and development work on other types and sizes of picture tubes for color receivers. E. C. Anderson, vice president in charge of the RCA Commercial Dept., reported that a color tube producing a much brighter picture was demonstrated in the RCA laboratories about eight months ago—a tube employing principles differing from those of the shadow mask tubes.

21-Inch, Brighter Tube

"We are pressing forward in our research on that brighter tube as well as on other tubes under development." Mr. Anderson said. "We are pleased with the progress we are making and we hope that one of these color tubes—the focus mask type—will be brought by us to a commercial production stage next year. This new color tube will be larger—21 inches, for example—and rectangular in shape. It will produce a very much brighter picture than any presently known color tube. This new tube and its particular circuits will meet the practical requirements of a color receiver."

Three major developments of the 19-inch tube, described as achieving the same brightness and clearness as the 15-inch tube, were listed as: A new electron gun assembly, improved phosphors and a shadow mask of modified design. RCA also explained that the deflection angle of the electron beams in the larger tube had been increased to allow for the fact that it is the same length as the smaller tube.

More than 200 manufacturers have received samples of the 15-inch tube, RCA reported. This tube has been widely used in set design work and in color demonstrations, RCA said, stating that it is now progressing from pilot production status to commercial schedules.

Also on Thursday came an announcement that the RCA Tube Department will have electronic components for color tv sets available to manufacturers "in mass production quantities" within the next 30 to 60 days.

Douglas Y. Smith, general marketing manager, said tooling and test facilities have been completed at the company's plant in Camden for mass output of components specially designed for use with the tricolor tube. Production schedules will be geared to meet the needs of manufacturers expected to produce 100,000 color sets this year, he said.

Mr. Smith said virtually all tv set manufacturers already have obtained developmental versions of 14 RCA components for the deflection, convergence and focus circuits used with tricolor kinescopes, provided under a special RCA sampling program instituted some months back to aid manufacturers designing home color sets. Present plans call for initial production of seven more critical components, including the deflection yoke, high voltage transformer and several types of focus and convergence transformers.

Half-Dozen Manufacturers In Large Color Tube Race

Contestants, aiming for 19-in. tubes and up, include RCA, CBS-Hytron, DuMont, Rauland, GE and Chromatic.

PUSH for larger color tv receiver tubes has half a dozen tube makers in the running. Plans for some of them call for tubes as large as 24-in. before mid-year.

Aside from RCA, which showed its 19-in. color kinescope to tube licensees last week (see separate story above), CBS-Hytron is tooling up for production of its 19-in. Colortron tube, according to John Q. Adams, vice president and sales manager. He could not say exactly when production would begin. Production of 15-in. Colortron tubes is virtually ready to begin any day, he said.

Although DuMont spokesmen refused to discuss details of its large-tube plans, comment of Dr. Allen B. DuMont that DuMont would show a "large screen color set" in mid-1954 was recalled. Spokesman referred to 19-in. size as "not much bigger than 15-in."

Rauland's Vice President and General Manager W. E. Phillips said the Zenith subsidiary was in pilot production of 15-in. tubes and had built two or three 19-in. tubes. He said 19-in. production would being as soon as envelope-makers could turn out sufficient "bottles."

General Electric's Dr. W. R. G. Baker said GE was readying production of 15-in. tubes and was working on its own developments in larger sizes. He refused to discuss the nature of the experimental work, but indicated that GE might have an announcement before spring.

Chromatic Labs' Richard Hodgson said it already had a 22-in. round tube and that it hoped to have a 24-in. rectangular tube next month. He said that Chromatic was experimenting to get higher definition from its Lawrence tube, and that it had overcome radiation difficulties by shielding. At present, only Crosley and Thomas Electronics have licenses for the Lawrence tube, Mr. Hodgson said.

Problem in increasing the size of color tubes

You get these PLUS VALUES with RCA tubes

Top-notch Distributor Service

The services of your RCA Tube Distributor are as close as the telephone on your desk. When you buy through your local RCA Distributor, you simplify and centralize ordering procedures. Your RCA Tube Distributor acts as your local warehouse . . . assures you of quick, dependable delivery from his large and well-balanced stocks. You'll find him friendly, courteous, and always ready to help you with your tube requirements.

Planned Tube Inventories

Now you can avoid tube "shortages" and "overstocks" by adopting RCA's new TUBE INVENTORY MAINTENANCE PLAN. Your RCA Tube Distributor will make a survey of the tube requirements of your broadcast equipment and suggest a tube inventory plan tailored to your particular operation. There is no charge for this service.

Research and Engineering Leadership

Throughout the years RCA has worked closely with the broadcast industry, developing the new tube types required for each advance in broadcasting. The same RCA teamwork and leadership that have provided such famous tube families as beam power tubes and television camera tubes, will continue to bring you outstanding new types of tubes for the further development of broadcast services.

RCA®

RADIO CORPORATION of AMERICA

ELECTRON TUBES — HARRISON, N. J.

lies in increasing the deflection angle so as not to extend the length of the tube. Another difficulty is in maintaining convergence, ensuring that the electron beams from the three guns correctly strike the proper colored phospher dots on the face of the tube.

PHILCO PROMOTES HARDY, OTTER

TWO Philco Corp. appointments, that of Larry F. Hardy as vice president in charge of product development and John M. Otter as vice president in charge of consumer product divisions, were announced last week by William Balderston, president.

Mr. Hardy, president of Philco's tv and radio division since 1949, in his new duties will head development of all Philco product lines and will be jointly responsible with the vice president of engineering and research for bringing new products from research to public sale, according to Mr. Balderston.

Mr. Otter, vice president and general manager of the refrigeration division since 1952, in his new job will coordinate activities of all consumer product divisions.

Messrs. Hardy and Otter both are members of the Philco board. Their successors in the tv-radio and refrigeration divisions have not been named.

Pacini Promoted at DuMont

PROMOTION of Humbert P. Pacini, assistant manager of the engineering department of the Television Receiver Manufacturing Division of Allen B. DuMont Labs Inc., to the post of manager of the department was announced last week by Paul Eshleman, division manager. Mr. Pacini has been associated with DuMont since October 1951 and previously had been a consulting engineer for electronics firms in New York and New Jersey and with the Air Forces electronic research labs in Cambridge, Mass., as assistant radar chief.

Stromberg-Carlson Plans Color Tv Sets in Spring

STROMBERG-CARLSON Co. will produce color television sets during the spring months in limited quantities for distribution in areas where color tv is being broadcast, C. J. Hunt, general manager of the company's radio-tv division, said last week. First shipments probably will be made during the second quarter, he reported.

The company's color receivers were shown to distributors at a meeting in Chicago during the preceding week. They have 15-inch picture tubes, with viewing area equivalent to a standard 12½-inch monochrome tube.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
General Electric Co. WDSM-TV Superior, Wis.	5 kw	tv (ch. 6)	new station
Standard Electronics Corp. WLWA (TV) Atlanta	50 kw	tv (ch. 11)	replacements

OTHER EQUIPMENT: GE also reported the shipment of a 20 kw amplifier to WSLI-TV Jackson, Miss. (ch. 12), and six-bay antennas to KTTV (TV) (ch. 11) and KECA-TV (ch. 7), both Los Angeles.

Studio Zoomar Lens Seen Help to Color

The lens is color-corrected and can be used on all types of cameras, Television Zoomar Corp. President Jack A. Pegler says. He makes first complete report on market status of the lens.

WIDESPREAD use of the Studio Zoomar lens in color television was predicted last week by Jack A. Pegler, president of the Television Zoomar Corp., New York, in announcing that RCA has approved the use of the lens in its new color tv camera.

The Studio Zoomar lens, Mr. Pegler noted, is color-corrected and can be used on all types of cameras. He pointed out the lens will fulfill for color tv the "same all-purpose role it has accomplished for black-and-white television."

Coincident with this development, Mr. Pegler outlined exclusively for B•T the first complete report on the status of the Studio Zoomar lens since it was placed on the market last August. He said 100 stations in the U. S., Argentina, Brazil, Cuba, Mexico, Japan and Italy are making use of the lens, and a type developed earlier, and added that station reports say Studio Zoomar is "an outstanding contribution to the television industry".

Typical of reaction among the stations, Mr. Pegler said, were the sentiments expressed in a letter from Robert J. Sinnett, chief engineer of WHBF-TV Rock Island, Ill., which said in part:

"We have recently added the Studio Zoomar which points the way to better local programming and at the same time materially reduces all production and operating costs. We are now in a position to reduce most of our local programs to a single camera.

Quality Programs

"This will enable us to offer programs of character and quality to the local sponsors at rates they can afford and will enable us to expand our public service program schedule. . . . The installation of a Studio Zoomar eliminates the need of complicated camera dolly, dolly pushers, critical lighting and the myriads of details associated with the standard single lens multi-camera system. The use of Studio Zoomar reduced most programs to a one-camera studio and a one-camera show."

Another use of the lens that will become more widespread in years ahead, Mr. Pegler said, will be in the realm of closed-circuit television. He referred to a note from Lewis M. Lang, producer of the color television unit of Smith, Kline & French Labs, Philadelphia, which cited a closed-circuit tv demonstration that the firm held Nov. 21 and praised the Studio Zoomar for performing "an outstanding job of handling the wide range of material."

Studio Zoomar, which can be mounted on any tv camera, has a zoom range of 2¼ to 7½ inches; length, one foot; speed, F/2.8 and weight, six pounds.

Executive offices of the Television Zoomar Corp. are at 500 Fifth Ave., New York 18.

18 Named in Radio-Tv For Christopher Awards

EIGHTEEN persons were announced last week as winners of Christopher Awards in radio and television for the fourth quarter of 1953. The awards are made for "individual creative efforts in the arts and communications."

Winners in television are producer John Haggott, director Alex Segal and writer David Davidson for "P.O.W." on *Theatre Guild-U. S. Steel* program over ABC-TV on Oct. 27; producer Mort Abrahams, director Don Medford and writer Ben Zavin for "A Day in Town" on *Medallion Theatre* over CBS-TV on Dec. 12; producers Lynn Poole and directors Kennard Calfee and Herbert B. Cahen for "The Christmas Star" on *Johns Hopkins Science Review* over DuMont Television Network on Dec. 16, and producer Felix Jackson, director Paul Mickell and writer Michael Dyne for "Master of the Rose" on *Studio One* over CBS-TV on Dec. 28.

Winners in radio are producer Louis Fontaine for "Europe—God or Communism" program in *Main Street—Europe* series on WTAG Worcester on Dec. 20; producer Richard English, director Harry Bubeck and writer Richard G. Pedicini for *Last Man Out* program on NBC Radio on Dec. 22, and producer Gerald Kean and writer Irving Berenson for the United Nations' radio production "Peace on Earth" on NBC Radio on Dec. 26.

MINUTE MAN award, for outstanding service to the savings bond program, is presented to KSD St. Louis, said to be the first radio station to receive such an honor. At ceremonies (l to r): Frank Eschen, KSD special events director; Elmer L. Rustad, Treasury Dept.'s Savings Bond Division, and George M. Burbach, KSD general manager.

Jewish Philanthropies Cite 4 Radio, Tv Stars

FOUR radio and television personalities were among five guests of honor who were presented with "Mark of Achievement" awards at a luncheon of the amusement division of the Federation of Jewish Philanthropies in New York Jan. 14. Cited by the federation for "outstanding and inspirational activities" during 1953 were Bishop Fulton J. Sheen, *Life Is Worth Living* (DuMont, Tuesday, 8-8:30 p.m. EST); Eddie Fisher, star of *Eddie Fisher Show* (NBC-TV, Wednesday and Friday, 7:30-7:45 p.m. EST); Edward Murrow, CBS radio and tv commentator; Dr. Moshe Davis, program director of *The Eternal Light* (NBC Radio, Sunday, 12:30-1 p.m. EST) and Deborah Kerr, star of stage and screen.

AFM NEGOTIATING ON LOCAL LEVEL AS PRELUDE TO NETWORK TALKS

Musicians last week also become involved in inter-union hassle with AGVA's Bright saying Petrillo is attempting to be 'overall czar of the entertainment industry.'

NEGOTIATIONS between the radio and television networks and the American Federation of Musicians took a hiatus last week as discussions continued with representatives of AFM Locals 802 (New York) and 47 (Los Angeles) for station contracts.

It was explained by a network spokesman that negotiators are attempting to effect a settlement on the local level first before plunging into discussions on a network contract. He said that "little headway" has been accomplished on a local pact and that negotiations for the Chicago local were deferred pending the return to New York of James C. Petrillo, president of the union and of Local 208 Chicago, who is reported in Miami.

An AFM spokesman said that Mr. Petrillo is expected to return to New York today (Monday) to resume talks with radio and television networks. The present contract expires on Feb. 1, but it is understood that the AFM is willing to extend the contract beyond the deadline date if no new agreement has been reached by that time.

At preliminary meetings two weeks ago [B•T, Jan. 18] AFM made demands for an approximate 15% wage increase, 24% rise in number of staff musicians, and for a commitment from networks to expand employment opportunities by using "live" musicians on all live programs.

Networks in Opposition

AFM local representatives are reported to be seeking similar benefits to be included in their contracts for stations. One network source said the union's demands for expansion of employment is meeting vigorous opposition.

Radio and television network representatives, who have been meeting with Al Manuti, president of Local 802, and John Tegroen, president of Local 47, include John M. Clifford, vice president in charge of personnel, and Charles Moos of the legal department, NBC; Mortimer Weinbach, director of labor relations, and Omar Elder, attorney and assistant secretary, ABC; James E. Wallen, administrative vice president in charge of finance, MBS, and William Fitts, director of labor relations, CBS.

AFM's emphasis on increasing employment for musicians was spotlighted in a recent agreement with the phonograph recording industry, which called for added contributions to the Music Performance Trust Fund by the industry [B•T, Jan. 18]. The fund is used to employ musicians to present free performances for public enjoyment. Though no contract has been finalized as yet, a provision that is said to be under discussion requires that a 10% wage increase to recording musicians be earmarked for the fund. An AFM spokesman said that this condition must be ratified by the union locals before it can be incorporated into the contract.

Aside from contractual affairs, AFM became embroiled in a dispute last week with the American Guild of Variety Artists (AFL), a union which represents performers in night clubs, theatres, circuses, fairs and club dates.

Jackie Bright, president of the union, said that AGVA had become involved in "a series of incidents with AFM." He cited one instance in which the president of the AFM local in Boston reportedly advised night club owners that after Dec. 7 union musicians would not play music for any AGVA performer unless he joined AFM. Mr. Bright referred to another episode in which he himself was involved, claiming that musicians in Pittsburgh refused to perform for his act in a night club because he had appeared on a disc jockey program. He said similar incidents occurred in Baltimore, Toronto and Montreal.

"The musicians are not only trying to destroy AGVA," Mr. Bright declared, "but Mr. Petrillo is trying to set himself up as the overall czar of the entertainment industry."

Mr. Bright said he plans to ask the Associated Actors and Artists of America, an organization embracing several entertainment unions, to file formal charges with AFL against AFM. He added that if the move does not result in a settlement, he will explore the possibility of AGVA members using recordings instead of musicians in their acts.

ALA Breach Seen In RWG-TWA Talks

A FURTHER breach in the Authors League of America over tv writers' status was revealed last week when the affiliated Radio Writers Guild made overtures to the independent Western Region of the Television Writers of America for talks starting last Wednesday on "the possibility of one guild for all writers." Similar talks already have taken place between RWG and TWA officers in New York.

Screen Writers Guild also would like to bring TWA into its fold, but it is understood will not associate with the new union as long as it retains executive secretary Joan LaCour, an "unfriendly" witness at a recent closed door hearing by a House Un-American Activities subcommittee [B•T, Jan. 18, 4].

TWA Membership Harassed

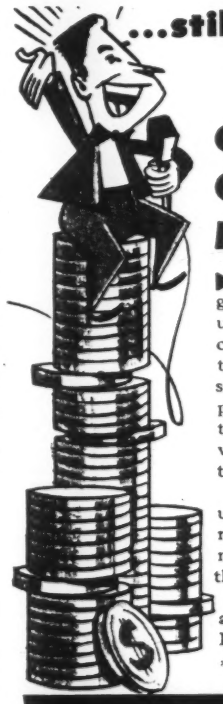
TWA membership, by a 76.6% majority, voted she be retained after the local executive board split on the issue. Following this, several top Hollywood and New York writers resigned their memberships. Several others previously had resigned when TWA refused to extend a loyalty oath to all members.

Should RWG and TWA work out a deal, it is doubtful if the amalgamation would be within the ALA with which SWG and RWG now are affiliated. Since formation of independent TWA there has been bitter rivalry between that union and SWG. Both waged a hard election campaign last year to represent freelance tv writers at NBC, CBS and ABC. SWG lost the National Labor Relations Board election to TWA. SWG members blamed the loss on ALA which was responsible for the New York campaign.

ATFP Reaches Agreement With SEG on 5% Pay Boost

ALLIANCE of Television Film Producers has reached an agreement in principle on a new four-year contract with Screen Extras Guild which gives extra players a 5% increase in pay scales and other adjustments. The agreement is similar to that recently negotiated by SEG with the major motion picture producers [B•T, Jan. 11], but also contains clauses dealing with problems peculiar to television.

The agreement is to be put into writing this week for presentation to and ratification by both groups' respective memberships.



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For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

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KGW

Affiliated with NBC

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

Advertisers

Frank R. Reiter appointed advertising director of Curtiss Candy Co., Chicago, succeeding the late Mrs. Clara B. Lahon.

John Walter, assistant to vice president and director of sales, Jacob Ruppert Brewery, N. Y., named marketing manager of company and **Philip C. Friese,** assistant general sales manager, named general sales manager in charge of all direct sales.

Edward A. Gumpert, advertising manager (biscuit, bread and specialties division), National Biscuit Co., Chicago, to Carnation Co., L. A., in similar capacity for evaporated milk division.

Robert C. Littauer, account executive with Young & Rubicam, N.Y., to the Associated Products Div. of General Foods as assistant product manager in the Minute products group.

Bruce W. Wert, senior staffman in media division, Goodyear Tire & Rubber Co., Akron, Ohio, promoted to assistant manager of advertising and sales promotion departments.

Lyman S. McKean appointed advertising director and **Edwin Roberts** advertising manager at American Hospital Supply Corp., Evanston, Ill.

James W. Austin, vice president, traffic and sales, Capital Airlines, re-elected chairman of the advertising committee of Air Transport Assn.'s Air Traffic Conference.

Live Clearance Mid-February in Nation's 31st Retail Market

CBS WTRI SERVING ALBANY–SCHENECTADY–TROY

See Your HEADLEY-REED Man for Prime Availabilities

Agencies

MR. GREER

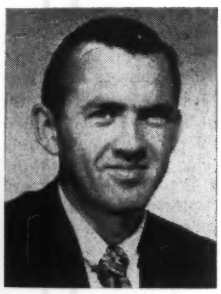
Thomas L. Greer, formerly vice president, Harry B. Cohen Adv. Co., N. Y., creative departments, to The Biow Co., N.Y., in similar capacity.

Arthur P. Livingston, director of merchandising, McKee & Albright, Phila., named a vice president of that agency.

Glen Jocelyn, copy-contact executive, senior creative consultant and plans board member, Foote, Cone & Belding Inc., Los Angeles, to Mogge-Privett Inc., that city, as vice president, creative director and board member.

R. B. Pattison, vice president and managing director, J. J. Gibbons Ltd., Toronto, elected president.

William R. Kinnaird, vice president and supervisor of Swift & Co. and Derby Foods accounts, Needham, Louis & Brorby, Chicago, to food plans group of McCann-Erickson Inc., same city.



MR. ANDERSON

Alexander Hume Anderson, tv director, Guild, Bascom & Bonfigli, S.F., named vice president in charge of tv production, that agency.

C. E. Rickerd, vice president and head of Willys Motor account staff at Ewell & Thurber Assoc., Toledo, transferred to new food accounts in agency's Chicago office.

J. D. Hood, owner, Hood Co., L.A. (sporting goods mfrs.) resumes position as account executive with The Jordan Co., same city.

David Burcat, formerly of Leeds & Northrup, Phila., to Richard A. Foley Adv. Agency, same city, as assistant account executive.

Arthur Woodruff Cowles, advertising manager, Carborundum Co., to executive staff of Henri, Hurst & McDonald, Chicago.

George B. Norris, assistant president of Consolidated Grocers Corp., to Foote, Cone & Belding, Chicago, as assistant merchandising director.

George E. T. Lum, eastern sales manager of Ekco Products Co., N.Y., to merchandising department, Sherman & Marquette, N.Y.

B. W. Stelle appointed head of industrial dept., Lamb & Keen Inc., Phila.

Charles L. Berry named public relations director Lohmeyer, Adelman & Montgomery, Phila.

Alice E. Hallstrom, assistant publicity director, Lavenson Bureau of Adv., Phila., named public relations director.

Brooks Middleton, creative director, Glenn-Jordan-Stoetzel Inc., Chicago, to Advertising Counselors of Arizona, Phoenix, as creative dept. director.

Marshall Edinger, formerly with O'Neil, Larson & McMahon, Chicago, appointed media director at Grant, Schwenck & Baker Inc.

Juano Hernandez, stage, screen, radio and tv actor, appointed tv director Publicidad Badillo Inc., Santurce, P. R.

Everett A. Mitchell, secretary-treasurer and radio director, Don Allen & Assoc. Adv., Portland, Ore., forms Everett A. Mitchell Adv., same city, with offices in Terminal Bldg.

James A. MacDonald, traffic section, radio-tv department, N. W. Ayer & Son, N.Y., promoted to sport section; **Frederick Eckert** named head of traffic section. **Suzanne Brandt,** Carson Pirie Scott, Chicago, to copy department; **Everett B. Allen** and **Robert L. Kress** to plans-merchandising dept., N. W. Ayer, Phila. **Lee Cox** promoted to head of copy staff of that agency's educational dept.

Dorothy Stout, formerly household editor of *Holland's Magazine,* to consumer publicity staff, John Falkner Arndt & Co., Phila. **Ruth Little** and **Michael Robbins** to that agency's copy department.

Neal Hathaway, former account executive, Calkins & Holden, Carlock, McClinton & Smith, N.Y., to staff of Magazine Adv. Bureau, Chicago.

Robert Ervin, formerly with American Viscose Corp., N.Y., to John Falkner Arndt, Phila., as assistant account manager.

Esther Robinson Wiley, Dorland International, N.Y., to Emil Mogul Co., N.Y., as member of its account service staff.

Jack Waterman, account executive and radio-tv director, Dudley L. Logan Adv., L.A., receives Man-of-the-Year trophy from Manfred Mayer, president of Germain's Inc., L.A. pet and plant store, for outstanding services rendered store.

Stations

MR. WOLFMAN

Joseph Wolfman, sales manager, WOKY Milwaukee, Wis., appointed executive vice president of that station.

John J. Kehoe, sales manager, KCRA Sacramento, to KCCC-TV same city in similar capacity.

John H. Bone, formerly sales manager, WLWT (TV) Cincinnati, appointed general manager WNEM-TV Bay City, Mich.

Norman Nelson, formerly managing director, Southern California Broadcasters Assn., to KFWB Hollywood as national sales director.

Joseph A. Pace, formerly manager of WARC (now WBBF) Rochester, N. Y., named general manager, WAIR-AM-FM Winston-Salem, N. C.

MR. CARLSON

W. Richard Carlson, general manager, WLYC - AM - FM Williamsport, Pa., named vice president of Lycoming Bcstg. Co., operator of that station, in addition to present duties.

Jack Dubberley, KLZ Denver, appointed sales representative for that station.

Stanley S. Simpson, sales manager, KCOK Tulare, Calif., named manager, KCOK-TV. **J. Alan Rinehart,** formerly assistant to general manager KCOK-TV, resigns to form Alan's Adv. Agency with offices in Tulare.

Herke Shreiber, floor manager, KOIN-TV Portland, Ore., promoted to producer-director. **Fred Oppenheimer** replaces Mr. Schreiber as floor manager.

MR. MOLONY

Don P. Molony, former assistant general manager, WEHT Henderson, Ky., appointed vice president WTSK (TV) Knoxville, Tenn.

Clate Holm, KELO-TV Sioux Falls, S. D., and **Frank Toomey,** KVWO Cheyenne, Wyo., to KIUP Durango, Colo., as program director and news director, respectively. **Henry Pollman** named chief engineer and **Jim Reed** named staff announcer, same station.

William T. Romaine, WSAZ-TV Huntington, W. Va., appointed director of public affairs in addition to present duties as assistant to vice president-general manager Lawrence H. Rogers.

Dave Evans, AFRS, to KVOE Santa Ana, Calif., as news director.

Cliff Wingrove, manager of CKTB St. Catherines, Ontario, to assistant manager of CFPL London, Ontario. **Mary Burgoyne,** vice president of CKTB, will direct that station.

Bob Franklin, production manager, KGW Portland, Ore., named promotion manager.

G. James Fleming, formerly executive editor New York *Amsterdam News,* named director of news and special events, WLIB New York, effective Feb. 1.

Florence Saltzman, traffic department, WCPO Cincinnati, named continuity director replacing **Paul Carter,** who joins radio-tv department, Ralph Jones Adv. Agency, same city.

Dan Lindquist, director of program facilities, KCOP (TV) Hollywood, named production director. **Rex May,** announcer, KECA-TV Hollywood, to KCOP (TV) in similar capacity.

T. P. McGrath named director of publicity and promotion, CKEY Toronto.

William Balaban, director of sports and special events for WABC-TV New York, given additional duties as assistant program manager.

Julian Graham, WMIE Miami, promoted to program director of that station.

Beth C. Simmons, traffic director-women's director, WATL Atlanta to WEAS Decatur, Ga., in same capacity.

Fred Morrison, former Chicago Bears' football player, named to sales staff, WTVN (TV) Columbus, Ohio.

Douglas N. Newman, film editor, KTYL-TV Phoenix, and **Gust Tsimpoukis,** production artist, KDYL-TV Salt Lake City, to KBID-TV Fresno, Calif., in similar capacities. **Lytton W. Hayes,** sales representative, KYNO Fresno, to KBID-TV as account executive.

Munro Van Sweringen to publicity and promotion staff, WCFL Chicago.

Keith Nighbert, director, KUSD Vermillion, S. D., to Memphis Community Television Foundation, where he will develop programs, hire a staff, equip and redesign studios for a contemplated ch. 10 educational tv station in that city.

Arthur Haug, formerly director of photography, United Film and Recording Studios, to WBBM-TV Chicago as newsfilm cameraman.

Rosslyn Sloss and **Odette Baker** to KCBS San Francisco in program and operation departments, respectively.

Gord Atkinson, announcer, CHUM Toronto, to night manager and disc-jockey CFRA Ottawa. **Larry Martin,** newscaster, CHUM Toronto, to news staff CKOY Ottawa. **Frank Williams,** announcer CJAD Montreal, to senior announcer-producer CBMT (TV) Montreal.

Paul Coates, KTTV (TV) Hollywood news commentator and *Los Angeles Mirror* columnist, signs 3 year contract with that station.

Gil Christie, announcer, CBLT (TV) Toronto, promoted to co-ordinating producer, that station.

Armand J. Bernard, announcer-engineer, WERI Westerly, R. I., appointed to staff WRNY Rochester, N. Y.

Rev. Raymond P. Cahill, director of tv for Catholic Archdiocese of Washington and general manager of the *Catholic Standard,* has accepted a commission as chaplain in the U.S.N.

Charles R. Petrie, general manager of Radio Anthracite Inc., operator of WISL Shamokin and WHWL Nanticoke, Pa., named general chairman of the Susquehanna Valley Heart Assn. Fund Drive.

Donn Spencer, commercial manager, KVOE Santa Ana, Calif., elected member of board of directors, Santa Ana Chamber of Commerce.

Tom Ragland, sales manager, WHBQ Memphis, named president of the Exchange Club, that city, for 1954.

Ernest Lee, director of services and personnel manager, KTTV (TV) Hollywood, given award for "expert individual guidance for youth aspiring to the television field" by National Vocational Guidance Assn., Southern California branch.

Arthur M. Ford, account executive, KVOO

WHBF
+CBS

Adds up to:

BETTER QUAD-CITY COVERAGE AT NO INCREASE IN COST!

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

MISSISSIPPI'S NEWEST AND MOST POWERFUL VHF TV STATION

WSLI-TV
JACKSON

Target date for beginning operations is March 31, 1954, transmitting with a power of 214,000 watts. Even at full capacity, no other Mississippi VHF station can deliver this much power.

MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

Tulsa, received Tulsa Junior Chamber of Commerce award for 1953 for "top endeavor in Jaycee projects throughout the year." **Hollis C. Hull,** KVOO m.c., named "most useful member" of Cosmopolitan Club of Tulsa for 1953.

Joseph Novy, chief engineer at WBBM-AM-TV Chicago, and **William Fligel,** engineer in charge of WBBM, received awards in recognition of 20 years of service at CBS Chicago. Other recipients: **Kurt Dar, William Kettlehut, Milton Korf, Art Maus** and **E. E. Schroeder,** all engineers, and **Howard Neumiller,** WBBM music library.

Joe Mulvihill, WTAM Cleveland, named National Disc Jockey chairman for 1954 Heart Fund Campaign.

Robert Wood, sales manager, Storer Broadcasting Co. Chicago office, has been at St. Luke's Hospital, that city, undergoing treatment for pneumonia.

Phyllis Brown, "Little Melody Miss" at WLS Chicago, was married to singer Billy Holmes Jan. 9.

Pat Crafton, account executive, WCPO-TV Cincinnati, announces birth of girl, Kim Stephanie, Jan. 8.

Fulton King, 37, program director, WTON Staunton, Va., died Jan. 17.

Raymond M. Moore, 54, chief engineer for KTLA (TV) Hollywood, died Jan. 13.

Joseph W. Dobbins, 37, sports announcer, WCOL Columbus, Ohio, killed in a plane crash Jan. 12.

Harold B. Stokes, formerly musical director at WGN Chicago, died Jan. 9 in San Antonio.

Networks

J. C. McCabe, sports producer of Canadian Broadcasting Corp., Toronto, has been named co-ordinator for radio, tv and film coverage of the British Empire Games to be held at Vancouver, July 30-Aug. 7.

Dave Showalter, director of public affairs, CPRN Hollywood, named to Community Survey Advisory Committee of Los Angeles State College, as radio industry representative, by Southern California Broadcasters Assn.

Bob Hope, Hollywood and NBC star, received distinguished achievement award from California Fashion Creators as "outstanding personality in radio and tv."

Harry Tugend, motion picture producer-writer, signed to personal contract with Bob Hope to produce remaining 6 NBC-TV shows for comedian.

Barbara Britton, co-star of CBS-AM-TV *Mr. and Mrs. North,* named "Miss California Sugar" by Calif. Beet Growers Assn.

Richard-George Pedecini, staff writer, NBC Radio Hollywood, resigns to devote full time to writing NBC Radio *Last Man Out* series.

George P. Herro, MBS Midwest operations director of promotion and public relations, re-elected to board of directors of The Headline Club.

Knox Manning, newscaster and announcer, NBC Radio Hollywood, marked 50th birthday and 25th year on radio during Jan. 17 newscast.

Carl Lorenz, engineer, ABC Radio Hollywood, honored with party celebrating his 25th year as radio engineer at ABC studios Jan. 14.

Film

William Rambo, national sales manager, KCOP (TV) (formerly KLAC-TV) Hollywood, to Vitapix Corp., that city, as western sales manager.

R. H. Sheppard, formerly with Crawley Films Ltd., Ottawa, to film production supervisor of S. W. Caldwell Ltd., Toronto.

Philip Besser, formerly of Unity Television Corp., N. Y., named supervisor of film booking and traffic for Television Programs of America Inc., N. Y. New eastern sales manager of TPA is **Hardie Frieberg,** formerly of Ziv Television Inc. [B•T, Jan. 18]. Mr. Frieberg's picture was run in B•T Jan. 18 and erroneously identified with story on Frank Freiman, Magnavox Co., receiving an award at the National Retail Dry Goods Assn. convention.

MR. FRIEBERG

MR. BESSER

Ann Tyrell, who portrays the switchboard operator on CBS-TV *Private Secretary* film series, assigned role in Warner Brothers feature film, "Lucky Me."

Tom Lewis, executive producer of Lewislor Enterprises, Hollywood, on NBC-TV *Letter to Loretta,* named president of the Catholic Press Council, that city.

Ann Sothern, star of CBS-TV *Private Secretary* film series, named "The Most Glamorous Career Woman of the Year" by Hollywood Business and Professional Women's Club.

Sidney Greenstreet, 74, veteran Hollywood actor, died Jan. 19.

Manufacturers

MR. SEIDEL

Robert A. Seidel, a vice president of Radio Corp. of America, N. Y., appointed vice president of RCA's Sales & Service Subsidiaries Div.

Dorman D. Israel, executive vice president, Emerson Radio & Phonograph Corp., N. Y., appointed to advisory board for symposium on "Automatic Production of Electronic Equipment" to be held under the auspices of U. S. Air Force and the Stanford Research Institute in San Francisco, April 19-20.

MR. BENTLEY

Alfred Y. Bentley, head of engineering, Television Receiver Mfg. Div. of Allen B. DuMont Labs., appointed manager of advanced planning, same division.

George Cohen, director of sales, Emerson Radio & Phonograph Corp., has been appointed eastern sales manager, covering Pennsylvania, eastern Ohio, upstate New York, West Virginia, North Carolina and South Carolina.

Jan King joins the West Coast sales organization for Gates Radio Co., Quincy, Ill. Mr. King will headquarter in San Francisco.

MR. KING

H. T. G. Gill, formerly export advertising manager, Canadian Industries Ltd., Montreal, to Canadian Marconi Co., that city, as advertising and publicity manager.

Morgan Greenwood, manager of Philco Corp., Philadelphia Television and Radio Div., promoted to general advertising manager of that corporation.

Program Services

Joseph F. Broderick, former Boston branch manager for Capitol Records, named district manager, New England territory, for Columbia Records Inc. He succeeds **James J. Draddy,** who was promoted to CRI promotion director [B•T, Jan. 11]. **Gene Becker,** formerly national promotion manager for Capitol Records, to Columbia Records Inc. in newly created post of director of special repertoire.

Marjorie Henderson, formerly of Doherty, Clifford, Steers & Shenfield Inc., N. Y., appointed to publicity-promotion dept., Frederic W. Ziv Co., replacing **Josef C. Dine,** who resigned to join in forming public relations firm, Dine & Kalmus [B•T, Jan. 4].

Aaron Rothenberg, merchandising director, Mitchell J. Hamilburg Agency, Beverly Hills, forms own merchandising-promotion firm, A. M. Rothenberg Assocs. at 9015 Wilshire Blvd. Telephone is Cresview 1-2193.

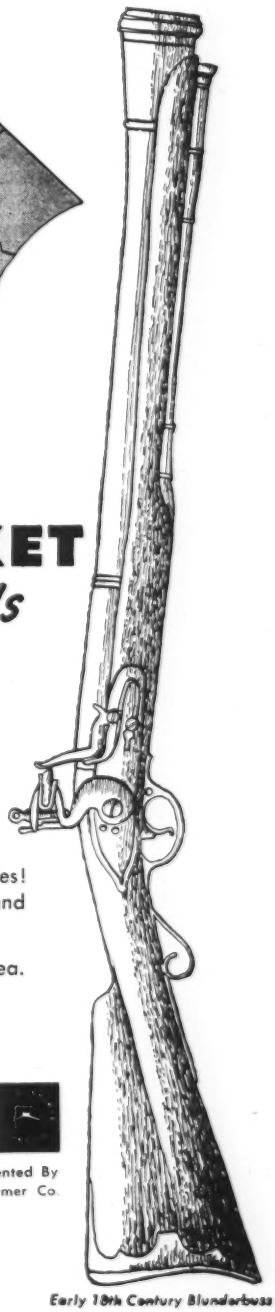
Bernard Tabakin, formerly West Coast representative for PSI-TV, and **William Loeb,** Beverly Hills talent agent, form T-L Productions Corp. at 328 S. Beverly Dr., that city, to package and produce tv programs. Telephone is Crestview 6-6489.

take a shot at a

HALF-BILLION DOLLAR MARKET

Columbia, South Carolina's 14-County trading area

WNOK-TV



COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — *three times the national average.*

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation: **WNOK-TV Channel 67**
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL

Represented By
Paul H. Raymer Co.

PALMETTO
RADIO CORPORATION
Studios: 1811 Main Street • COLUMBIA S.C.

Early 18th Century Blunderbuss

Have You TIME For Us?

Won't you let these stars spread the exciting news over the air of a vaccine which may spell victory over polio?

RADIO-TELEVISION PROGRAMS
COMING YOUR WAY

QUARTER-HOUR TRANSCRIPTIONS

Patti Page
Julius La Rosa
Jane Wyman
Sauter-Finegan
Hank Snow
Tommy & Jimmy Dorsey

PLUS

Live and transcribed announcements

16MM TV SOUND FILMS

Martha Tilton
Connie Haines
Desi Arnaz & Lucille Ball
Bob Stack
Rod Cameron
Wendell Corey
Gene Raymond
Robert Cummings

and specially filmed Mickey Mouse, Donald Duck, Pluto and other Disney characters; plus many animated announcements.

JOIN THE 1954 MARCH OF DIMES

JANUARY 2nd-31st

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N. Y. • ***HOWARD J. LONDON,*** Director • Radio-TV and Motion Pictures

TELEPHONE BEekman 3-0500

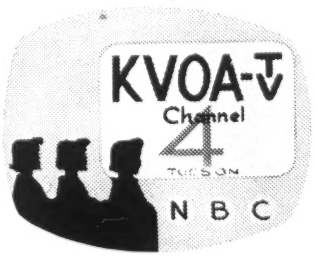
features

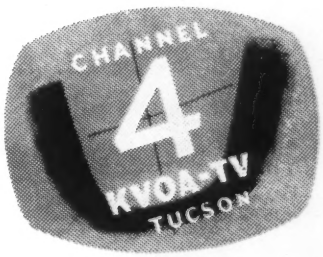
- Ten midwestern stations have turned corn-picking contests into sure-fire radio promotions. Page 86.

- How 13 years of radio advertising have made a little company grow big. Page 88.

A PAUSE FOR STATION IDENTIFICATION

These samples of station identification cards used by KVOA-TV Tucson, Ariz., show how the station ties in the atmosphere of the area it serves. Cactus, desert scene, cowboy and Indian arrowhead are identified with the Tucson region. The station also prepares special cards for seasonal use, *i.e.*, New Year's, Rodeo Week, Christmas, Easter, July Fourth, Thanksgiving. Other stations are invited to submit representative I.D.s for presentation in this special B•T series. The editors reserve the right to publish only those which are believed to have merit.





Ten midwestern radio stations have formed an association to plan and stage corn-picking contests. In the Corn Belt, it's a promotion that turns out big crowds for the contests themselves and bigger audiences for all farm broadcasts by the sponsoring stations.

THERE'S A GOLD MINE IN

By John Osbon

WANT to win a loyal farm audience and influence rural advertisers?

Then perhaps your best bet is to conceive, arrange and stage a farm event of national or regional importance and listener interest.

Ten midwestern broadcasting stations have found that it pays handsome dividends to engage in a radio-inspired event—one, that is, which stations do not merely report but actually churn the wheels and follow through with active participation.

With television still well out of the reach of millions of farm folk, a major agricultural radio project like the recent fifth annual National Corn Picking Contest takes on added significance.

The Bloomington (Ill.) project has been described as "the greatest show ever staged in a corn field." It was that and much more to the stations which banded together, last year, and formed the National Corn Picking Contest Assn. Too, the project served to point up that radio need not take a back seat to any competitive media on promotional endeavors.

The association was set up to coordinate national and state contests under the guidance of Chuck Worcester, farm director of WMT Cedar Rapids, Iowa. Norman Kraeft, farm service chief of WGN Chicago is vice president. It embraces, not only the stations, but state agricultural colleges, corn-picker manufacturers and the National Safety Council.

Every year, some station plays host to the national competition and, in addition, stages and arranges its own local contest. But all support the national event. Purpose of the competition is to promote greater farm safety and efficiency in corn-picking. While this may sound uninspiring to all but farm folk, the event usually proves great entertainment and attracts wide national and local interest.

This year, WEKZ Monroe, Wis., will serve as the "host" station come fall. Last October it was WGN, the *Chicago Tribune* clear channel station, which co-sponsored the event with the Bloomington-Normal Junior Chamber of Commerce. That was a natural combination because the Junior Chamber sponsored the first Illinois state competition in 1952, with WIBC Indianapolis as host station.

Preliminary planning for the 1953 competition spanned over six months in advance of the Illinois state and national finals, which played to a crowd of approximately 75,000 observers, not to mention thousands of listeners on MBS.

The corn picking association was formed officially last August 4, meeting in Chicago to standardize rules and procedures for all contests that culminated in the national finals on a farm nine miles from Bloomington Oct. 23-24. State contests got underway Oct. 7, near Delaware, Ohio, and were wrapped up in Bloomington just prior to the national judging.

Turn-Out in Ohio

Ohio's "Corn Festival" that day drew a crowd estimated at about 7,500. The festival was hosted by WRFD Worthington, which drew 56 different exhibitors from the ranks of farm equipment manufacturers and supply firms. Roughly half of them were time-users on WRFD, according to Jim Chapman, farm service director, who also heads the promotion and wire services committee of the National Assn. of Television-Radio Farm Directors. The events climaxed eight months of planning by the station, and was splashed on the front page of the *Delaware Gazette*, with due credit to WRFD.

In addition to the contest, WRFD also held an all-day program for women, a corn judging for different age groups, as well as a continuous program of entertainment from a special stage. Station aired the proceed-

Winners of the National Corn Picking Championship proudly hold their trophies at presentation ceremony. (L-r) Norman Kraeft, WGN farm director; William Friessen, of Sioux Falls, S. D., one-row champion; Rep. Leslie C. Arends (R-Ill.), Herbert Salsbury, Atlanta, Ind., two-row champion, and Paul Todd, Jaycee past president.

A CORN FIELD

ings at 11:15 a.m., 12:15 p.m., 1:45 p.m., 2:30 p.m. and 3:30 p.m.

KSOO Sioux Falls, S. D., played host Oct. 13 to the Mitchell corn contest, held in conjunction with the local Chamber of Commerce, drawing about 6,000 people. Twenty exhibitors showed their wares.

Noontime ceremonies included entertainment and a speech by the local originator of the contest, Elmer Carlson. Broadcast coverage began at 10:15 a.m. and was picked up again at 11:45 a.m. Other pickups were made at 12:20 p.m. and 5 p.m. A taped resume was played back at 7 p.m. Feature of the event was newscast by KSOO's Orrin Melton direct from the speakers stand.

On Oct. 15 WOW Omaha staged its second annual Nebraska Mechanical Corn Picking Contest and Farm Safety Day at York, drawing about 5,000 people. There were 19 commercial exhibitors, many of them advertisers on the station. Arrangements were handled by the local Chamber of Commerce, with the U. of Nebraska and York County Farm and Home Safety Committee joining WOW Inc. as participating sponsors.

Trophies were presented to state winners by Lyle De Moss, assistant general manager, and Arnold Peterson, association farm service director, WOW-AM-TV.

WMT Cedar Rapids has conducted corn-picking projects since 1949 and has supported the national contests each year. Its attendance at the 1953 event Oct. 20 at Marengo, Iowa, was between 8,000 and 10,000, with perhaps ten or 12 exhibitors, according to Mr. Worcester, the stations farm director.

WMT's program of events called for entertainment and short talks on corn-picker safety, corn storage, picker adjustment and a variety of other topics. Broadcast coverage was launched a week before the state competition, with daily features. Station interviewed winners of the Iowa tests and Iowa contestants at the national finals.

Other state contests and stations involved were held at Tipton, Ind., Oct. 8-9 (WIBC Indianapolis); Delavan, Minn., Oct. 10 (KYSM Mankato); St. Joseph, Mo., Oct. 13 (KFEQ), and Monroe, Wis., Oct. 20 (WEKZ).

In all cases, contestants were judged on safety and efficiency. Advance planning at WGN was equally beaverish. In June WGN dispatched Bruce Dennis, its program director, to Bloomington to help Vincent Ambrose, newly-elected president of local Jaycees, select a suitable site. They chose the 1,200 G. J. Mecherle farm because it was considered the agricultural showcase for Central Illinois. A 240-acre tract was set aside for the contest field and another similar area for exhibits and parking facilities.

Late in September Mr. Kraeft, WGN farm service chief, went to Bloomington to tape-record a series of shows on the progress of preparations and played them back to listeners as the campaign moved into high gear. He interviewed leading Bloomington citizens for broadcasts on the station's early morning *Farm Hour* (6-6:15 a.m.).

Detailed Arrangements

Other arrangements also were made—for the Fifth Army Band (heard on MBS for three years) to entertain spectators; for a gala parade to herald "Corn Harvest Days" Oct. 22; for the selection of a queen to reign over the festivities; for network broadcast of the finals by MBS.

Last Oct. 15 the "Corn Harvest Days" queen and her attendant—both university students and 4-H girls—visited the studios of WGN and WGN-TV, meeting with Messrs. Kraeft and Dennis and Frank P. Schreiber, general manager and treasurer of WGN Inc. The queen, Patricia Jewell, 19, of Ellsworth, Ill., and her attendant, Roberta Cutter, of Normal, were greeted with bouquets of roses by Mr. Schreiber.

Their schedule included one tv and two radio appearances, and posing for newsreel cameras.

Gov. William Stratton of Illinois also placed his stamp of approval on the proceedings, proclaiming Oct. 23-24 as "Corn Harvest Days" for the state.

WGN also threw its huge promotion efforts behind the state competition, offering air time for the announcement of contestants and prevailing upon the Chicago Board of Trade to offer trophies to the winners and runnersup of the one and two-row contests at the state event Oct. 23. Merchandise prizes also were presented. Trophies and prizes were valued in excess of $7,000.

Among the national prizes for the one and two-row champions were a 1953 Cheverolet half-ton pickup truck presented by WGN. A home freezer and gas range were tendered second place winners. Other prizes shared by the contestants in the national contest included four Benrus watches, a sewing machine, 20-volume set of the "Book of Knowledge", vacuum cleaner, chairs, dinette set, fishing reels, addressograph machine, outdoor stoves, iron, toaster and food mixer. State contestants also shared a wide assortment of merchandise.

The week of Oct. 19 through Oct. 24 all roads led to Bloomington—and WGN talent were among the travelers, too. Among the station's performers were sportscaster Jack Brickhouse, disc jockey Saxie Dowell, emcee Ernie Simon, vocalist Jackie Van and the Starnoters, musical group.

Adjacent to the contest site a vast exhibition area also was set up for educational and commercial exhibits and demonstrations. Included was a display tent and the Agronomy Trailer donated by the U. of Illinois.

WGN made a number of pickups Oct. 22-24 on its weather man, farm and other programs, and arranged for various remotes and special interviews. Entertainment also held sway on the programs, which pinpointed much of the WGN schedule on the days of the state and national finals.

The highlights were carried coast to coast by MBS (5-5:30 p.m.) Oct. 24 under sponsorship of State Farm Mutual Automobile Insurance Co., with Cecil Brown, Mutual commentator, and Mr. Kraeft reviewing events and interviewing winners. Mutual also carried a half-hour segment earlier featuring the Fifth Army Band and a brief address.

About 75,000 people (mostly farmers and families, of course) converged on the farm for the Illinois state and national finals. Millions heard it on the radio. There is little doubt it was a shucking success — thanks to radio and its promotional efforts.

Thirteen Years of Radio Make Little Company Big

by Dave Glickman

SUCCESS of advertising on radio doesn't necessarily depend on how much money is spent by the advertiser. It depends more on the advertiser's experience, or lack of it, in the medium used.

This, at least, is the belief of executives at Standard Federal Savings & Loan Assn., Los Angeles, and Heintz & Co., local agency servicing the account. Over some 13 years they have been able to prove their point conclusively. Standard Federal came into existence on Aug. 24, 1925, under direction of George M. Eason. He has since continuously and successfully directed the association as president and general manager. The firm's first statement in December 1925 showed total assets of $24,800. Eleven years later, on Dec. 31, 1936, assets had grown to $617,800 and in the next 10 years to $5,156,000. Today, they are in excess of $38 million.

Without revealing its annual advertising appropriation the building and loan association credits its growing success greatly to advertising, which includes radio, newspapers and direct-mail. Because that type of business in Southern California is a highly competitive one, the client and agency were also reluctant to say what percentage of the advertising appropriation is allotted to the various media.

Credit to Radio

Radio, however, Mr. Eason stated, in regard to its percentage of the overall advertising appropriation has fully pulled its own weight in relation to expenditures in acquiring new business.

On a very modest appropriation in 1940, the firm tried the pulling power of radio for the first time, testing with spot announcements integrated into musical programs. Proving successful from the start, the medium has since played an important role in the firm's advertising plans.

Early commercials stressed the value of a savings account, and invited listeners to open one at Standard Federal. Since that first test back in 1940, however, types of programs and commercials have progressively changed as conditions warranted.

Standard Federal's plan at first was to use an intensive spot announcement campaign twice weekly during the re-investment periods. While this produced satisfactory results, further testing indicated that steady use of the medium on a year-round basis might prove more productive on a per dollar of radio expenditure basis.

More testing uncovered to the association's satisfaction that near saturation on a single station, rather than spreading the same amount of money on several, brought in more savings dollars from the public for a lower advertising cost. Testing still further, they were convinced that better results were obtained when the programming within one station is properly distributed to varying audiences.

As a result, the association now sponsors on a 52-week contract basis, the six weekly 10-minute morning *Speaking of Sports,* on KFWB Hollywood; nightly 30-minute Tom Hanlon's *Merry-Go-Round* on KNX Hollywood, plus a Sunday morning quarter-hour newscast on the latter station.

Keeping pace with its growth, Standard Federal in mid-fall of last year prepared to move into its new modern nine-story building erected at cost of more than $1,600,000 at Wilshire Blvd. and Grand Ave.

Mr. Eason and Carl Heintz Sr., president of the agency, felt that was an auspicious occasion for building added community prestige throughout Southern California. Their immediate problem then became a question of how to get community participation and how to create traffic for the new location. Their decision was a four-day "open house" to which they would invite all of Southern California.

A vital part of the invitation and celebration was to be a nightly half-hour series of special broadcasts on KNX. They felt that would reach the people they wanted to invite and also provide an impressive, entertaining spotlight on the "open house."

Following each day's activities at the new building, four complete and distinctive programs, each different from the others, were presented on consecutive nights. Events such as the formal ribbon cutting to open the building, a fashion show, panel discussion on the future of Los Angeles architecture, were tape-recorded at the time of actual occurrence, for release on KNX later those same nights. Dramatizations of the history of money and historic incidents in Los Angeles' growth, were presented as part of the institutional type broadcasts. Tom Hanlon, closely associated with Standard Federal through his *Merry-Go-Round,* was narrator. Mr. Eason shared duties with him on the final broadcast of the four-part series.

The "open house" program admittedly was unique for a financial institution, and the departure from traditional concepts drew approximately 30,000 people to the new building to inspect offices, modern business facilities and enjoy the many special events that went on 11 hours daily for the four days.

Mr. Eason hosted a "gratitude luncheon" for KNX executives, writers, producers, directors and others who participated in the special events series, several weeks after the "open house."

"All phases of this program were greatly successful," he told his luncheon guests. "The outstanding planning, cooperation and execution of this ambitious and unusual plan was a most gratifying experience, both for me and our agency."

Testimonial Letter

Herbert R. Dickow, agency account executive, pointed up his observations on the pulling power of radio in a letter to KNX executives which said in part that "since the official opening of the new building, approximately three months ago, the growth of Standard Federal assets have exceeded 10% of their total assets as of Sept. 15, 1953." This rate of growth, his letter continued, "has been consistent over the past three months."

There was no interruption of the regular radio programs during the "open house" institutional series. Speaking on the value of a savings account, Mr. Eason makes frequent appearances via tape recordings on the KNX *Merry-Go-Round.* The personal touch which he gives these messages is found to be a strong selling influence and their use is going to be expanded in the future, according to agency executives.

Advertising plans for 1954 are discussed by Carl Heintz Sr., president Heintz & Co., Los Angeles agency (l), with client George M. Eason, president and general manager, Standard Federal Savings & Loan Assn.

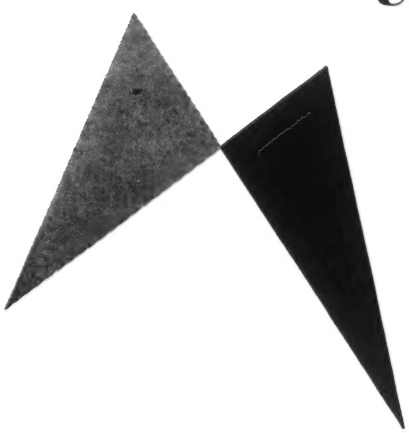
WJW

CLEVELAND'S

NUMBER 1

RADIO BUY!

CLEVELAND'S CHIEF STATION



5000 WATTS — 850 K. C.

BASIC **ABC** NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

HAWAIIAN CUSTOM REVERSED

HAWAIIAN custom was reversed by Murray Arnold, WIP Philadelphia program director, when he arrived at Honolulu with B.M.I. Program Clinic representatives. Instead of first receiving the traditional Hawaiian floral lei, Arnold extended greetings from Philadelphia and WIP in behalf of Benedict Gimbel, president of that station. He presented the official seal of the city to Webley Edwards, well-known announcer from Hawaii, and then received in return the traditional lei, symbol of friendship of the islands.

KFWB-KMPC BROADCAST

TWO Hollywood radio stations, KFWB and KMPC, last week presented a simultaneous, live broadcast, *All Star Disc Revue*, utilizing disc m.c.'s from both stations as well as musical personalities Eartha Kitt, Mel Torme, June Christy, Connie Haines, Jack Teagarden, Frankie Laine and Peggy Lee. Sponsor, who requested joint program, was Pep Boys auto accessory stores, through Milton Weinberg Advertising Co., Los Angeles.

CELEBRITIES INTERVIEWED

SERIES of 15-minute tape interviews from Chicago's LaSalle St. railroad station form the basis of a new program produced by John Garamoni, head of Agency Recording and Film Service. Titled *Tony Weitzel on the 20th Century Limited*, program spotlights *Chicago Daily News* columnist interviewing celebrities before their departure on the New York Central train. Plan is to offer show open-end unless advertiser picks up tab.

PROBLEMS DISCUSSED

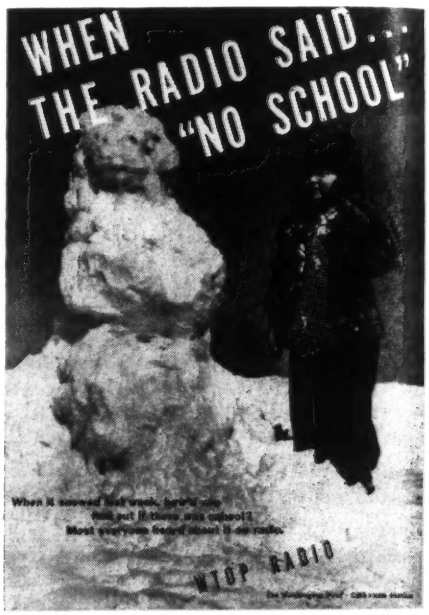
MARRIED and engaged couples' problems make up the format of a new Saturday panel program, *Hitching Post*, started by WBBM-TV Chicago and sponsored by Consolidated Cosmetics (Lanolin Plus). The show is designed to give couples an opportunity to obtain professional advice from panel of experts, who discuss various aspects of problem in terms of general interest.

CANADIAN TV BOOKLET

A LOOSE-LEAF binder for information on all Canadian television stations, markets, number of receivers, network rates and similar data, has been sent to advertising agencies by the television division of All-Canada Radio Facilities Ltd., with offices throughout Canada, from its head office at Toronto. Supplementary data sheets are sent out periodically.

WHAT'S IN A NAME?

A PROGRAM that will trace the evolution of family names and family ancestry was scheduled to begin on KDYL-TV Salt Lake City yesterday (Sunday). Titled *What's Your Name*, the 20-week Sunday afternoon series is being presented in cooperation with the Geneological Society of the Church of Jesus Christ of Latter-Day Saints. The first program was to trace relationship of President Eisenhower to pioneer-explorer Daniel Boone.



WHEN the Washington, D. C., area was snowed under and schools were closed, WTOP Washington moved fast with a newspaper advertisement on radio's public service. Appearing in the *Washington Post* Jan. 18 and prepared by Henry Kaufman & Associates, the ad was placed with the conviction that "what's good for radio is good for WTOP."

TV AUCTION

A PROGRAM with an auction format made its debut over WJAR-TV Providence on Jan. 17. The viewing audience bids by phone for items; bids are recorded on a blackboard kept on camera. Early items are closed out at the end of the show but bidding continues for 15 minutes to close out late items. Winners are announced on the following week's show. The program, *Auction Block*, is produced and prepared by the Providence Junior Achievement Television Co., a high school group.

BEN FRANKLIN BROADCASTS

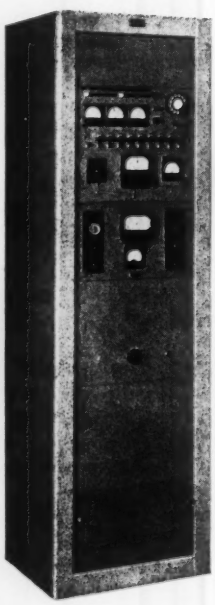
TO CELEBRATE the 248th anniversary of Benjamin Franklin's birthday, WIBG Philadelphia scheduled special programs which included addresses by principal speakers at the Poor Richard Club Banquet, followed by a specially-created program arranged by the American Philosophical Society, which was founded by Franklin over 200 years ago, and and Yale U. Supreme Court Justice Owen J. Roberts was scheduled to speak on a special program Sunday, the anniversary date of Franklin's birthday.

NEW YORK REVIEW

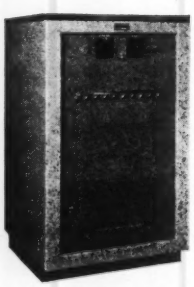
CBS-TV presented *New York Portrait*, a special program commemorating the 300th anniversary of New York City. Designed to show pictorially the growth of New York in world importance during the past three centuries, the program was directed by William Workman of CBS-TV's public affairs department and narrated by Don Hollenbeck.

GATES

- Control functions separate from metering
- Rack cabinets standard equipment
- Cabinets interwired, ready to use
- Generous facilities for expansion



THE *Complete* REMOTE CONTROL SYSTEM FOR UNATTENDED OPERATION



- Delivery excellent
- Nation-wide sales and service
- Three separate direct reading meters
- The *complete* system

Branches in New York, Washington, Atlanta, Houston and Los Angeles. Field sales engineers everywhere.

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS - - - U.S.A.

We'll furnish the ears! 50 million of 'em!

Out in the country our KBS station breaks, time signals and singing commercials keep the folks of hometown and rural America up to date, wide awake, warm and mellow and ready-to-buy. If you want to get into a discussion of watts, rheostats, ohms and oscilloscopes we're ready, eager and willing BUT . . . more important to you we feel, is the matter of EARS! *Ears*, shell pink and sweetly feminine; *Ears* long lobed and masculine; *Ears* young, hopeful, hungry and itchy for new products as a hound dog in the flood-tide of the big flea season. YOU HAVE A SALES MESSAGE? YOU HAVE PRODUCTS YOU'D LIKE TO SELL IN BIG BUNDLES, BY THE GROSS OR THE TANK CAR? Let us prove to you with CASE HISTORIES, FACTS, that we have the receptive ears attached to people who will go out and buy what you have to sell. Call us. Make us prove it.

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	5-6:25 Bulldog Drummond	College Quiz Bowl
6:15	Paul Harvey Bellitone			
6:30	Co-op George Sokolsky	Colgate-Palmolive Co. Our Miss Brooks (205) R	On the Line with Bob Considine	Sconny-Vacuum NBC Symphony (178)
6:45	Don Cornell		TBA	
7:00	This Week Around The World	Amer. Tobacco Jack Benny (211) R	Red & Gun Club-Co-op	
7:15				
7:30	What's The Name of That Song	Rexall Drug Amos 'N Andy (212) R	Chamber Music	The Marriage
7:45				7:55 News
8:00	American Music Hall	General Electric Bing Crosby Show (205) R	Hawaii Calls	Six-Shooter
8:15				
8:30		Philip Morris My Little Margie (203) R	Enchanted Hour	Sunday at Home
8:45			8:55-News	8:55 News
9:00	Gruen & Carter Walter Winchell	Hallmark Radio Hall of Fame (199)	Oklahoma City Symphony Orchestra	NBC Star Playhouse
9:15	Lorillard Taylor Grant			
9:30	Call Me Freedom S	Cons. Cosmetics Edgar Bergen-Charlie McCarthy Show (202)		
9:45				9:55 News
10:00	Co-op Paul Harvey (118)	Man of the Week	Report From The Pentagon	Last Man Out
10:15	Elmer Davis		Hazel Markel Co-op	10:25 News
10:30	The Assemblies of God "Revival Time"	10:30-10:35 p. m. Daniel Schorr 10:35-45 p. m. U N Report	Co-op Bert Bachrach	Meet the Press
10:45		John Derr Sports	Co-op Rukeyser Reports	
11:00	Beyond The Stars	News	Co-op Ed Pettitt	News from NBC
11:15 PM		Dance Orchestra	Dance Orchestra	No Network Service

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Co-op Fulton Lewis, jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
7:15	Co-op Quincy Howe	General Foods M. W. F. Beulah (123) R	Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	7-7:05 La Rosa (sust.)	Amer. Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45		7:35-45 Campana (174) Julius LaRosa	Liggett & Myers Perry Como	Miles Labs I Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Am. Oil-Hamm. Ed. R. Murrow (98)	The Falcon	AA of RR's Railroad Hour (192)
8:15	Sammy Kaye	Auto-Lite Suspense (196) R		
8:30	Hollywood Starway	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	Firestone Voice of Firestone (152)
8:45	Mike Malloy			
9:00	Metropolitan Opera Auditions of the Air	Lever Brothers Lux Radio Theatre (186)	9:05 (Philip Morris) Sports "Ten"	Bell Telephone Telephone Hour (185) R
9:15			Co-op News Reel	
9:30	Decision		Co-op Reporters Roundup	Cities Service Band of America (113) N
9:45				
10:00	Co-op Headline Edition	R. J. Reynolds Vaughn Monroe (187)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
10:15	Turner Calling		Put It To Pat	Can You Top This?
10:30	Martha Lou Harp	10:30-35 Robert Trout	(Co-op) Deems Taylor Concert	Youth Wants To Know
10:45		10:35-11 p.m. Dance Orch.		
11:00	Valentino	News	Co-op Ed Pettitt News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis, jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
7:15	Co-op Quincy Howe	Beulah	Co-op Dinner Date	No Network Service
7:30	Starr of Space	Longines Wittnauer Choraliers (180) R	Niagara Mfg. & Dist. Co. G. Heatter	Miles Labs. News of World (168)
7:45		Am. Oil-Ed. R. Murrow (98)	The Coca-Cola Co Coke Time	Miles Labs Man's Family (166) Rp
8:00	3-City Byline	Mars Inc. People Are Funny (172)	Mickey Spillane Mystery*	Chevrolet Dinah Shore (196)
8:15	Sammy Kaye		" "	Songs with Sinatra
8:30	Hollywood Starway	Colgate-Palmolive Co. Halo, Palmolive Mr & Mrs North (206) R	(Co-op) High Adventure	Barrie Craig
8:45	Mike Malloy			
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	9:05 Philip Morris) Sports-"Ten"	Liggett & Myers Dragnet (197)
9:15			Co-op Newsreel	
9:30		Carter-Toni My Friend Irma (200)	Search That Never Ends	Swayze News Stewart-Warner
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)		9:55-10 Lorne Greene	Rocky Fortune 9:35-10
10:00	Co-op Headline Edition	C-P-P. L. Creme Louella Parsons (189) R	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
10:15	Turner Calling	10:15-20 Gen. Fds. Galen Drake	Put It To Pat	Can You Top This?
10:30	Orchestra (See Footnote)	10:30-35 Robert Trout	Co-op State of the Nation	Stars from Paris
10:45		Dance Orchestra		
11:00	Valentino S	News	Co-op Ed Pettitt-News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)
6:15		Dwight Cook's Guest Book
6:30	Budweiser Bill Stern	No Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R
7:15	Co-op Quincy Howe	General Foods Beulah (119) R
7:30	Gen. Mills, Lone Ranger (153)	Julius LaRosa S
7:45		Am. Oil-Ed. R. Murrow (98)
8:00	3-City Byline	P & G FBI in Peace War (196)
8:15	Sammy Kaye	
8:30	Hollywood Starway	21st Precinct
8:45	Mike Malloy	
9:00	Philco Radio Playhouse	Crime Photographer
9:15		
9:30	Sterling Drug Mystery Theatre	Crime Classic
9:45		
10:00	Co-op Headline Edition	On Stage
10:15	Turner Calling	
10:30	Front & Center 10:35-11 S	Gen. Fds. Robert Trout
10:45		Dance Orch.
11:00	Valentino S	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Radio Bible Class	Music Room	Dr. Wyatt Wings of Healing	I. R. Levine
9:15		News S		
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Never Walk Alone
9:45				
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (327)	
10:45				
11:00	Pan-American Union	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	
11:15			Merry Melman Co-op	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	Collector's Item
11:45				
12:00 N	Sunday News Special	Peoples Platform	College Choirs	
12:15 PM	Gloria Parker S			
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	John T. Flynn Show	
1:00	Churches of Christ Herald of Truth (106)	Man's Right to Knowledge	Keep Healthy	Heritage Over the Land
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Quaker-Tone Breakfast Club (290)	Co-op News	Co-op Robt. Harleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	
9:30	Philco Corp Breakfast Club (289)	Knomark Kellogg Godfrey (192) R		M. Willson Ev'ry Day *See Note
9:45	Sterling Drug My True Story (212)	Clinton Intl. Cellue. Godfrey (199) R	Co-op Cecil Brown (92)	
10:00	A.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Star-Kist Frigidaire-Arthur Godfrey (198) R	Co-op Faith In Our Time	P&G, Welcome Travelers (150)
10:15	When A Girl Marries (165) Carnation Co.	Toni, Lever Godfrey (203) R	10:30 S. C. Johnson News 10:35 Johnny Olson Show	General Foods Bob Hope (139)
10:30	Grand Central Station Campbell Soup 11-11:25	National Biscuit Pillsbury Godfrey (201) R	Wonderful City 11-11:25	Miles Labs Break the Bank
10:45	Ex-Lax TuWThF Modern Romances (sus. M) 11:25-40	Bristol-Myers WMF Pillsbury Tu-Th (206) R	Queen For a Day	C-P-P Strike It Rich (179)
11:00	Ever Since Eve 11:40-55	Contnl. Baking Make Up Your Mind (56)	M W F-Sust.	C-P-P The Phrase that Pays (183)
11:15	White House Report 11:55-12	A&G Ivory Snow Rosemary (117)	M-F 11:45-12 P. Lorillard	Second Chance *3-Plan
11:30	Don Gardiner News	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	Pauline Frederick Reporting
11:45	Okla. Wranglers 12:15-12:25	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	
12:00 N	Jack Berch Prudential 12:25-12:30	Whitehall Helen Trent (166)	12:25-12:30 Carl Warren's Guest Time	
12:15 PM	General Mills The Bill Ring Show	Whitehall Our Gal Sunday (179)	12:30-1 No Service	No Network Service
12:30	Not in Service	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
12:45	Co-op Paul Harvey	P&G Oxydol Ma Perkins (167)	Here's To My Lady	
1:00	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15		No Service		Howdy-Doody 9:30-9:30 a.m.*
9:30		9:30-40 Star Lighters		Egbert & Ummly
9:45		9:40-45 Lambert, Les Paul & Mary Ford		
10:00		Garden Gate		
10:15		Galen Drake	Co-op Woody Woodpecker	Breakfast in Hollywood
10:30	Ralston Space Patrol (284)		10:30-10:35 Johnson News 10:35-11	Pet Milk Mary Lee Taylor (144)
10:45			Woody Woodpecker Co-op	
11:00	Platterbrains	(sust.) Robt.	Helen Hall	My Secret Story
11:15		Van Camp Q (203)	Grand Duchess Speaks, Remember with Tiny Fairbanks	
11:30	All-League Clubhouse S	Mutual L Benefit e (204) w Milner i (133) s	11:30 Johnson & Son News 11:35 U. S. Military Academy Band	Woman in Love
11:45		12-12:05 p.m. Shadel-News Campana (188)		
12:00 N	101 Ranch Boys S	Dream of Wheat Theatre of Today (159)	Quaker Man on the Farm	U.S. Marine Band
12:15 PM				
12:30	American Farmer S	Carnation, Stars Over Hollywood (201)	5th Army Band	U.S. Army Band
12:45				
1:00	Navy Hour S	Carter City Hospital (206)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (183)

SU

	ABC	CBS
1:30 PM	National Vespers S	Syncopation Piece
1:45		
2:00	Healing Hr. Inc. Dr. Oral Rob	Lawrence Welk Symphony (124)
2:15		
2:30	Dr. Wyatt Wings of He	
2:45		
3:00	Marines in Review S	New York Philharmonic Symphony
3:15		
3:30	Dr. Billy Gra Hour of Dec (229)	
3:45		
4:00		20th Century Concert H
4:15	Gospel Best Old-Fashio Revival Hr.	
4:30		World Today
4:45		
5:00	The Eve Game Thomas Ar & Son	
5:15		Hugo Stra
5:30	Goodyear Greatest Ever Told	
5:45 PM		

WEDNESDAY

CBS	MBS	NBC
Repeat of Kid Strips		Kaltenborn
		Co-op Allen-Horge Sports Daily
		No Network Service
		Sun Oil Co. 3-Star Extra (34)
	Fulton Lewis jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
		No Network Service
		Miles Labs News of World (168)
		Miles Labs 1 Man's Family (166) Rp
Squad Room		R. J. Reynolds Walk a Mile (196)
Co-op Nightmare		Kraft Gildersleeve (160)
9:05 Philip Morris Sports—"Ten"		DeSoto Plymouth Dealers, You Bet Your Life (191)
Co-op Newsreel		
Family Theatre		Amer. Cig. & Cig. Big Story (192)
A. F. of L. Frank Edwards (26)		Fibber McGee & Molly *3-Plan
Put It To Pat		Can You Top This?
Co-op Sounding Board		Report from the White House
Co-op Ed Pettitt-News		No Network Service
U.N. Highlights		News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
	Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
Budweiser Bill Stern	No Service		No Network Service
Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
Co-op Quincy Howe	Beulah	Co-op Dinne. Date	No Network Service
	Longines Wittnauer Choraliers (96) R	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
Starr of Space	Am. Oil-Ed. R. Murrow (98)	The Coca-Cola Co Coke Time	Miles Labs 1 Man's Family (166) Rp
3-City Byline S	Meet Millie	Official Detective	Dodge Bros. Roy Rogers Family Program (200)
Sammy Kaye			
Hollywood Starway	Junior Miss	Co-op Crime Fighters	Father Knows Best S
Mike Malloy			
Paul Whiteman Varities	GE Meet Mr. McNutley (206)	9:05 Philip Morris Sports—"Ten"	Pet Milk Truth or Consequences (166)
		Co-op News Reel	
	Jergens Time for Love (130)	Philip Morris My Little Margie	Swayze News Stewart-Warner
			Eddie Cantor 9:35-10
Co-op Headline Edition	10-10:15 p.m. Eric Hogins Minority of One	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
Turner Calling	10:15-30 p.m. Horace Heidt Show	Put It To Pat	Can You Top This?
Answers for Americans	10:30-35 Robert Trout	Co-op Deems Taylor Concert	Jane Pickens Show Co-op
	Dance Orchestra		
Valentino S	News	Co-op Ed Pettitt-News	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
Budweiser Bill Stern	No Service		No Network Service
Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)
Co-op Quincy Howe	General Foods Beulah (110) R	Co-op Dinner Date	No Network Service
		Union Pharmaceutical Co. Gabriel Heatter	Miles Labs News of World (168)
Gen. Mills, Lone Ranger (153)	Julius La Rosa S	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
3-City Byline S	Am. Oil-Hamm. Ed. R. Murrow (98)	Starlight Theatre *	Chevrolet Dinah Shore (198)
Sammy Kaye	P & G Mr. Keen (199) R		Songs with Sinatra
Hollywood Starway	Arthur Godfrey Digest Owens Corning (203)	Co-op Take a Number	Amer. Dairy Bob Hope (198)
Mike Malloy			
Hotpoint & Lambert Ozzie & Harriet	Arthur Godfrey Digest Bristol Myers (203)	9:05 Philip Morris Sports—"Ten"	RCA Harris Faye (198)
		Co-op Newsreel	
Horatio Hornblower	That's Rich	Have A Heart	Swayze News Stewart-Warner
			House of Glass 9:35-10
	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Fibber McGee & Molly *3-Plan
10:00 Fights Gillette		Put It To Pat	Can You Top This?
	10:30-10:35 Robert Trout	Co-op Deems Taylor Concert	Listen to Washington
	Dance Orchestra		
Music	News	Co-op E. D. Pettitt News	No Network Service
Frank & Jackson	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Labor Management S	Philadelphia Orchestra	Dance Orchestra	George Hicks News
Co-op Bob Finnegan Sports		Dinner Date	H. V. Kaltenborn News Co-op
Sports Afield with Bob Edge		6:55 Johnson-News Repeat	Know Your NBC's
Disaster Strikes	Johnny Mercer Show	Co-op Al Helfer	Theatre Royal
The 3 Suns		Co-op Report from Washington	
Dinner At The Green Room S		7:30-7:55 Farm Quiz	
Dancing Party S	Gunsmoke S	State Farm Auto Ins. Co. C. Brown	The Big Preview
	Sanka Salute (99) R 8:25-30 p.m.	20 Questions	
	Gangbusters *	Co-op Virginia Barn Dance	
	P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree	
Anonymous	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)
Music	10:30-35 News Daniel Schorr	Chicago Theatre of the Air S	Dude Ranch Jamboree
ABC Late News 10:55-11	Dance Orchestra		
Southern Club	News	Co-op Ed Pettitt	Pee Wee King Show Co-op
At Ease	Dance Orchestra	Dance Orchestra	News from NBC
			No Network Service

6:00 PM
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TIME

SUNDAY

CBS	MBS	NBC
Syncopation Piece	Lutheran Hour	U. of Chicago Roundtable
Longines Wittnauer Symphonette (124)	Bandstand USA	The Catholic Hour
	Sammy Kaye	American Forum of the Air
New York Philharmonic Symphony	U. S. Marine Band	Golden Voices
	Author Meets The Critic	TBA
20th Century Concert Hall	Counter Spy	Weekend (Radio "Sunday Newspaper") Participating See Note
World Today	4:30-4:55 Nick Carter	
	4:55-5 Credit Union Lorne Greene	
Stage Struck	The Shadow	
	True Detective Mysteries	
	5:55-6 State Farm Mut. C. Brown	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Grisco Dr. Malone (163)	Luncheon with Lopez	No Network Service
	P&G Duz Guiding Light (161)		
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (146)	Fred Robbins	
	P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	
	Toni & Bristol Myers Nora Drake (197)	Ladies Fair	Jane Pickens 2:55 News Banghart
	P&G Ivory Fl. Brighter Day (177)		P&G Life-Beautiful (170)
The Martin Block Show 2:35-4	Miles Labs Hilltop House (147) R		P&G Road of Life (183)
	Lever, Kellogg Houseparty * (182) R	John Gambling	P&G Pepper Young (186)
	Pillsbury House Party (194) R*		P&G Right to Happiness (163)
	Toni, Man. Soap Wizard of Odds (180)		P&G Backstage Wife (175)
Jack Owens 4-4:25	Gen. Fds.(4-4:05) Robt. Q. Lewis (85)	Afternoon News	Sterling Drug Stella Dallas (151)
	Corn Prod. Sunshine Sue (56)	Mutual Music Show	Sterling Drug Young Widder Brown (151)
Music in the Afternoon S	4:55-5 News	Co-op Welcome Ranch	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	No Service	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S	Whitehall† Just Plain Bill (143)
Art and Dotty Todd			Whitehall & Pharmaco Farrell† (139)
Lum & Abner Co-op		5:30-5:55 M W-F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King	C-P-P Loraine Jones (191)
Musical Express	Miles Labs Curt Massey Time (149) R		It Pays To Be Married *3-Plan

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Hormel & Co. Music with Hormel Girls (124)	Symphonies For Youth	All Star Parade of Bands
	Alfredo Antonini	2:25 Johnson News	
	Make Way For Youth	101 Ranch Boys	
	Report From Overseas	Bandstand U.S.A.	
	Adv. in Science		
Metropolitan Opera Texas Co.	Farm News	Sports Parade	Road Show 2 to 6 p.m. (2½ min. local spot announcements each half-hour)
	World Assignment		
	UN on the Record	Salute to the Nation	
	Operation Music		
	Saturday at the Chase	Mac McGuire Show	
Martha Lou Hary	Washington U.S.A.	5-5:05 Johnson News 5:05 Walter Preston's Show Shop, 5:55 Johnson & Son News	
Paulona Carter	5:30-45 p.m. Saturday Sports Round-up		
Pop Concert	5:45-6 Daniel Schorr News		

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Peter Hackes—News (8)
12-12:05 p.m. Sat. Campana—Bill Shadel 188
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m. Tue Kellogg—& Houseparty 191
3:15-3:30 p.m. Fri Green Giant—Houseparty 171
3:30-3:15 p.m. M Th Pillsbury—Houseparty 191
3:30-3:15 p.m. Fri Kellogg—Houseparty 192
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
Arthur Godfrey Clients 10-11:30 a.m.
10-10:15 a.m. Knowme & Kellogg (alt. Fri.) 192.
10:15-30 a.m. Snow Crop & Kleenex (alt. days) 199.
10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Fri. 198.
10:15-11 a.m. Lever M.-W., Toni Tu-Th. (alt. Fri.) 203.
11-11:15 a.m. Pillsbury M.-W., alt. Fri.; Natl. Bis., Tu.-Th., alt. Fri. 203.
11:15-30 a.m. Liggett & Meyers M.-W.-F.; Pillsbury Tu.-Th. 206.
11:25-30 a.m. TBA.

MBS—M-F 8:45-8:55 a.m.—Gabriel Heatter, Credit Union Nat'l Assoc. 1:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
8-8:30 p.m., M-F, Procter & Gamble.
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Saturday 8-8:30 p.m.—Twenty Questions—Credit Union National Assn. Sponsors 15 min only—alternate weeks—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Procter & Gamble—Mon.-Fri.
S.O.S. Company—Mon.-Fri.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); † Whitehall Pharm. "Just Plain Bill" alt. days Pharmaco "Front Page Farrell."
Three-Plan:
Lewis-Howe, Hudnut Sales Co. Tu. Fibber McGee & Molly; Wed. Second Chance; Th. It Pays to be Married.
Note: Florida Citrus, "Ev'ry Day" M-F, 9:45-10 a.m. thru Feb. 12th.

January 25, 1954

Caribbean Radio-Tv Growth Cited by Mestre

Renamed International Advertising Assn. hears Mestre, Thurman and Guastella describe advertising media in the Caribbean.

CONTINUING GROWTH of radio and television in the Caribbean area and their increasing effectiveness for both local and international advertisers was stressed by Goar Mestre, president of the CMQ radio and television networks in Cuba, in a talk last Tuesday before the newly renamed International Adv. Assn.

CARIBBEAN

Announcement was made at the start of the luncheon meeting in New York that the name of the group had been changed from Export Advertising Assn. to International Adv. Assn. to indicate more clearly its international character and scope.

Mr. Mestre's remarks were part of a three-man discussion panel highlighting the role of media, advertising agency, and advertiser in coping with the marketing problem of an advertiser in the Caribbean area. Other panel participants were Don B. Thurman, retail sales manager and advertising head of the Caribbean operations of Esso Standard, and Mariano Guastella, president of Guastella McCann-Erickson of Havana and Mexico City, agency for Esso Standard in the Caribbean.

Set Home Statistics

Mr. Mestre said the economic growth of the Caribbean area is reflected in the increase of radio homes to about 900,000 and in tv homes to some 100,000. He claimed his network of six radio stations covers Cuba completely and his tv network covers 75%.

After describing operations of his radio and television networks and tv film commercial facilities, Mr. Mestre said radio and television can "do a wonderful job" for any advertiser in the Caribbean area.

The Caribbean was described by Mr. Thurman as "a dynamic area" in which an advertiser can operate profitably, singling out the growth of the area, not only in terms of population, but in the number of steamship lines, automobiles, auto buses, tractors and airplanes. He said that since the area encompasses several nations, speaking several languages, Esso relied heavily on Guastella McCann-Erickson to fulfill its marketing and advertising needs.

Mr. Guastella explained operation of the agency and the personnel associated with it, stressing its staff of local specialists with a knowledge of the language and conditions of the area, with a single exception. He outlined various campaigns for Esso.

Number of radio and tv stations throughout the world which are members of the IAA was placed at about 200.

Color Tv Distant

CANADIANS cannot expect to see any reasonably-priced color television receivers for many years, according to Vincent Barreca, president of Canadian Admiral Corp., who was at Toronto in mid-January. He said color sets now produced by Admiral in the U. S. would sell for $1,600 in Canada. He felt a Canadian 21-inch-screen color tv set would cost $700 to $800 by 1959. Because of the many new stations opening up in Canada this year, he said, sales of tv receivers in Canada would total some 500,000, compared to 360,000 in 1953, record year to date.

CANADA

Capehart Argentina Formed

FORMATION of Capehart Argentina S.A.I.C., a new company for the manufacture of television and radio receivers, radio-phonograph combinations, cathode-ray picture tubes and other receiving tubes in Argentina, was announced last week in New York by Col. Sosthenes Behn, chairman and chief executive officer of IT&T. Production is scheduled to begin this April, with a projected production of 1,500 tv receivers monthly.

ARGENTINA

Canada Radios-In-Use Up

AVERAGE radio sets-in-use for the last four months of 1953 in Canada is reported at 26.2 by Elliott-Haynes Ltd., Toronto, in its third tri-annual report. The average increased each month from September's 22.4: October 25.7, November 27.8 and December 28.9. Daytime ratings of sets-in-use for the four months were 20.7, 23.1, 25 and 26.1, giving an average of 23.7 for the six weekdays. Evening programs had a higher rating, averaging 31.6 for the four months, and individually 26 for September, 31.3 for October, 34.1 for November and 35 for December for seven days of the week, from 6-9 p.m.

CANADA

CBC Jan. 29 Hearing Lightest in Months

LIGHTEST public hearing for some months will be held Friday by the board of governors of the Canadian Broadcasting Corp. at the Windsor Hotel, Montreal.

CANADA

Applications are being made for vhf ch. 12 at Peterborough, Ont., by Kawartha Broadcasting Co. Ltd., operating CHEX Peterborough, and by Herb May, Toronto freelance announcer, and associates.

CKNW New Westminster, B. C., asks to establish a satellite transmitter at Cloverdale, B. C., with 250 w on 1230 kc. Cloverdale is south of New Westminster, near the U. S.-Canada border.

Because of ownership changes in newspaper and radio properties in the Sifton family, Clifford Sifton, Toronto, requests change of ownership of CKRC Winnipeg, and CKCK-AM-TV Regina, from Trans-Canada Communications Ltd., owned by the Sifton family holding company, Armadale Corp., Toronto.

Share transfers are asked by CKOK Penticton, CJFX Antigonish, CKBW Bridgewater, CKOC Hamilton, CKRS Jonquierre, CHLT Sherbrooke, and CKTS Sherbrooke.

Eight Ask to Join BBM

EIGHT FIRMS have applied for membership in the Bureau of Broadcast Measurement, Toronto, Charles R. Vint, president, has announced. These include CKLC Kingston; agencies S. W. Caldwell Ltd., Toronto, and Grey Adv. Agency, New York; station representative firm Donald Cooke Inc., New York, and four national advertisers.

CANADA

Applications now are being considered by BBM for a research director to handle all research and statistical work for the organization.

Martinez Named by CNI

A. M. MARTINEZ, former vice president in charge of the Melchor Guzman Co., station representation firm, and associated with the company for more than 13 years, last week joined Caribbean Networks Inc. as executive vice president.

CARIBBEAN

Caribbean Networks has headquarters in New York and is sales office for WAPA-AM-TV San Juan, P. R., the RPC Network of Panama, Onda Popular Network of Panama, and YSEB San Salvador. Formed late in 1953, the company is headed by J. R. Quinones of WAPA-AM-TV as president; Mr. Martinez as executive vice president; Vincent Ramos as vice president and general manager, and J. Cerna as secretary and treasurer.

Canada Tv Sets: 538,444

LATEST count of television receivers in Canada, based on both manufacturers and market research firm estimates, shows that at end of November 1953, there were 538,444 tv sets in use in Canada. Of the total 365,115 sets were in the province of Ontario, with 178,786 in the Toronto area alone. Quebec province accounts for 142,205 sets, British Columbia 15,188, and the remaining 15,936 sets were scattered throughout the rest of Canada.

CANADA

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FOR THE RECORD

Text of Report Abolishing FCC Annual Broadcast Ownership

BY ORDER Jan. 13, FCC amended Sec. 1.343(a) of its rules of practice and procedure to abolish, effective immediately, the filing of annual ownership reports (FCC Form 323) by am, fm, tv and international broadcast stations [B•T, Jan. 18]. Instead, stations will file this information (on the same form) at the time of making applications for renewal of licenses (every three years in the case of am, fm and tv). There is no change in subsection (b) which requires licensees and permittees of broadcast stations to file supplemental ownership report (Form 323) within 30 days after any change occurs in the information previously reported to the Commission. Text follows:

Before the FCC 54-42
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of
Amendment of Section 1.343 of the Commission's Rules Governing Broadcast Stations

ORDER

1. The Commission has before it for consideration Section 1.343 of its Rules and Regulations relating to the filing of Ownership Reports (FCC Form 323) by licensees and permittees of broadcast stations.

2. Under Subsection (a) of the existing Rule licensees and permittees of each broadcast station (standard, fm, television and international) are required to file on or before April 1 of each year an Ownership Report (FCC Form 323) giving certain information as of December 31 of the preceding calendar year. Under Subsection (b) of the existing Rule licensees and permittees of of broadcast stations are required to file a supplemental Ownership Report (FCC Form 323) within 30 days after any change occurs in the information required in the ownership report (the application or construction permit in the case of a permittee who has not filed an Ownership Report).

3. On the basis of its past experience, the Commission is now of the view that compliance by licensees and permittees with Subsection (b) of Section 1.343 of the Rules provides the Commission with sufficient ownership data as to warrant elimination of the requirement of annual ownership reporting. The Commission is, however, of the opinion that the public interest does require that licensees file a full and complete ownership report at the time of application for renewal of license.

4. The amendment adopted herein is procedural in nature and prior notice of rule making in this case is not required. The amendment adopted herein represents a relaxation of the requirements of the present rule since it provides that licensees of broadcast stations file ownership reports at the time an application for renewal of license is filed rather than annually. Accordingly, the amendment adopted herein may be made effective immediately.

5. In view of the foregoing, IT IS ORDERED, That, effective immediately,

Section 1.343 of the Commission's Rules and Regulations is AMENDED as follows:

(a) Subsection (a) to read as follows:

(a) The licensee of each broadcast station (standard, fm, tv and international) shall file an Ownership Report (FCC Form 323) at the time the application for renewal of station license is required to be filed by Section 1.320(a) of the Rules, giving the following information as of the date of filing:

(1) In the case of an individual, the name of such individual.

(2) In the case of a partnership, the names of the partners and the interests of each partner.[5]

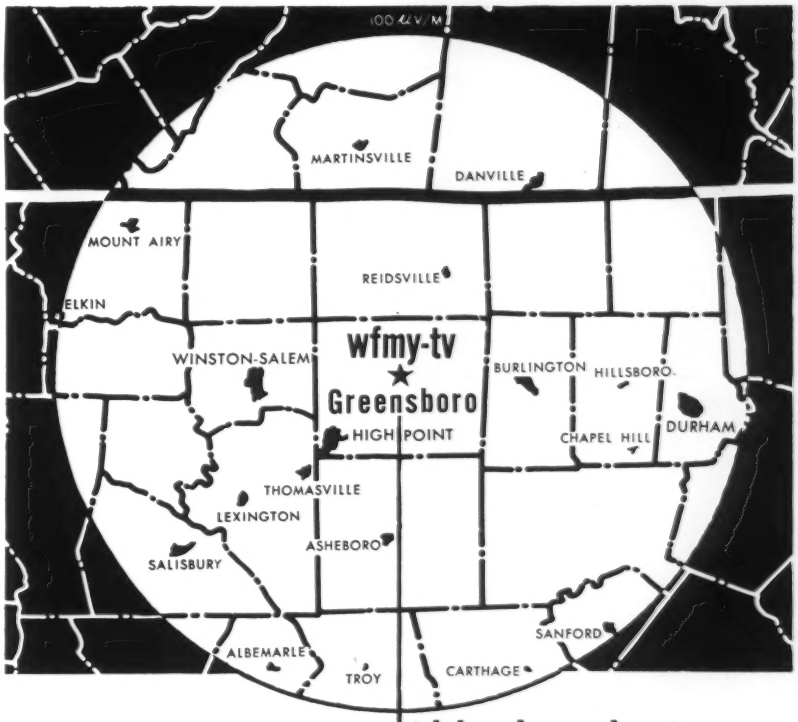
(3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or any of its stock;

For Example:

(a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee, or holds 25 percent or more of the stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each)

[5] (No change in present text of footnote.) (iv) Full information as to family relationship or business association between two or more officials and/or stockholders.



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as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25 percent or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25 percent or more of the stock of Y and so on back to natural persons.

(4) In the case of all licensees (i) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract; (ii) any interest which the licensee may have in any other broadcast station.

(b) Subsection (b), after the words "any change" add footnote numbers [5] and [6].

(c) At the end of footnote 6 add: and Section 1.321 of the Commission's Rules.

6. IT IS FURTHER ORDERED, That, the present Ownership Report (FCC Form 323) dated June 1953 be amended by deleting the word "annually" in the last line of the NOTE on Page 3, Paragraph 8 as amended, is hereby adopted and designated as the form to be used in reporting required ownership information.

7. IT IS FURTHER ORDERED, That, because of the instant amendment of Section 1.343 of the Rules herein adopted no annual Ownership Report for the calendar year ending December 31, 1953, need be filed.

8. IT IS FURTHER ORDERED, That, licensees of broadcast stations required to file an application for renewal of station license on and after February 1, 1954, under Section 1.320(a) of the Commission's Rules, for station licenses expiring on May 1, 1954, and after, shall also file an Ownership Report (FCC Form 323) under Subsection 1.343(a) as herein amended.

FCC
Wm. P. Massing
Acting Secretary

Adopted: January 13, 1954
Released: January 14, 1954

Station Authorizations, Applications
(As Compiled by B•T)
Jan. 14 through Jan. 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N.—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Dec. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,500	533	101
CPs on air	21	27	†255
CPs not on air	115	20	211
Total on air	2,521	560	†356
Total authorized	2,636	580	567
Applications in hearing	127	2	162
New station requests	172	4	178
Facilities change request	149	29	16
Total applications pending	863	133	326
Licenses deleted in Dec.	0	4	0
CPs deleted in Dec.	2	1	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

• • •

Am and Fm Summary through Jan. 20

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,526	2,505	140	176	127
Fm	536	536	7	4	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	204	292	496
Educational	12	17	29[1]

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	236	118	354
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	898	337	692	524	1,217[2]
Educational	51		25	26	51[3]
Total	949	337	717	550	1,266[4]

Thirty-eight CPs (8 vhf, 30 uhf) have been returned.

[1] One applicant did not specify channel.
[2] Includes 29 already granted.
[3] Includes 525 already granted.

• • •

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Hot Springs, Ark.—Southern Newspapers Inc. granted vhf ch. 9 (186-192 mc); ERP 12.6 kw visual, 6.31 kw aural; antenna height above average terrain 660 ft., above ground 137 ft. Estimated construction cost $185,626, first year operating cost $150,000, revenue $175,000. Post office address 912 Central Ave. Studio location to be determined. Transmitter location 0.7 miles N of U.S. Highway 70, W of western city limits on West Mtn. Geographic coordinates 34° 30′ 21″ N. Lat., 93° 04′ 21″ W. Long. Transmitter RCA, antenna GE. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Clyde E. Palmer** (20.50%), publisher of newspapers in Arkansas and Texas and stockholder in KAMD Camden, Ark., KWFC Hot Springs, Ark., and KCMC Texarkana, Tex.; Secretary-Treasurer **Alden P. Mooney** (31.5%), stockholder in KCMC. Associated Arkansas Newspapers own 33.8%. Granted Jan. 20.

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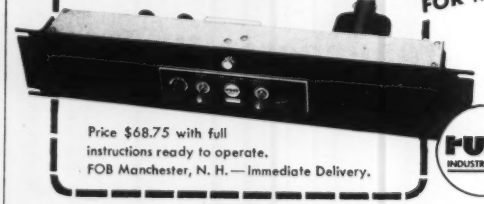

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APPLICATIONS

Dothan, Ala.—Woof Tv Corp., vhf ch. 9 (186-192 mc); ERP 55.2 kw visual, 25.7 kw aural; antenna height above average terrain 387 ft., above ground 405 ft. Estimated construction cost $171,446, first year operating cost $84,000, revenue $108,000. Post office address 110 South Foster, Dothan. Studio and transmitter location ½ mi. E of Dothan on State Hwy. 52. Geographic coordinates 31° 13′ 05″ N. Lat., 85° 21′ 10″ W. Long. Transmitter and antenna Federal. Legal counsel J. Robert Ramsey, Dothan. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. Principals include President **R. A. Dowling** (50%), manager WOOF Dothan, Ala.; Vice President **L. Ennis Gibbons** (20%), insurance and banking; Secretary **J. Robert Ramsey** (4%), attorney; Treasurer **H. H. Dowling** (4%), realty, and **The Woof Trust** (14%), operators of WOOF. Filed Jan. 18.

Oak Hills, W. Va.—Robert R. Thomas Jr. (WOAY-AM-FM), vhf ch. 4 (66-72 mc); ERP 26.09 kw visual, 15.65 kw aural; antenna height above average terrain 738 ft., above ground 583 ft. Estimated construction cost $160,703, first year operating cost $100,000, revenue $150,000. Post office address P. O. Box 251, Oak Hill. Studio location 0.7 mi. S of Oak Hill city limits on Hwys. U. S. 19 & 21. Transmitter location 0.74 mi. NW of Fayetteville main post office on dirt road. Geographic coordinates 38° 03′ 31″ N. Lat., 81° 06′ 55″ W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman (J. A. Moffet), Washington. Applicant is sole owner of WOAY-AM-FM. Filed Jan. 19.

APPLICATIONS AMENDED

Oakland, Calif.—Ch. Two Inc. amends bid for new tv station on vhf ch. 2 to specify Howard L. Chernoff (5%), general manager-42.5% stockholder WTAP Parkersburg, W. Va., and 16.3% stockholder WTBO-TV Cumberland, Md.; delete Hamilton C. Davis from list of stockholders; change ERP to 60 kw aural; antenna height above average terrain 1,250 ft. Filed Jan. 12.

Miami, Fla.—Sunbeam Tv Corp. amends application for new tv station on vhf ch. 7 to specify President Sidney D. Ansin (10%); Vice President Harold Zinn (10%); Vice President Edwin M. Spence (5%); Secretary Cathings Therrel (10%); Treasurer Charles L. Clements (10%); Clyde H. Lucas (5%); Edmund N. Ansin (11.3%) and Ronald M. Ansin (11.3%). Filed Jan. 14.

Indianapolis, Ind.—Mid-West T.V. Corp. amends bid for new tv station on vhf ch. 13 to specify George Sandler (34.55%); Paul A. Walk (2.85%); Harry D. Leer (5.56%); Richard T. James (0.69%); Harold T. Taylor (5.06%); Howard J. Blaumgartel (1.38%); Harold T. Taylor (5.06%); Wake Up Oil Co. (17.25%) and Herbert F. Krimendahl (13.78%). Filed Jan. 15.

Minneapolis, Minn.—Twin Cities Bcstg. Corp. amends bid for new tv station on vhf ch. 9 to change ERP to 316 kw visual, 158 kw aural; correct geographical coordinates to 44° 58′ 28″ N. Lat., 93° 16′ 10″ W. Long. Filed Jan. 12.

Chattanooga, Tenn.—WDEF Bcstg. Co. amends application for new tv station on vhf ch. 12 to change antenna height above average terrain to 994 ft. Filed Jan. 14.

APPLICATIONS DISMISSED

Bogalusa, La.—William C. Moss & Dorothy Moss Siegelin d/b as Enterprise Pub. Co. FCC dismissed bid for new tv station on uhf ch. 60 at request of applicant. Dismissed Jan. 19.

Charleston, S. C.—Atlantic Coast Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 2 at request of attorney. Dismissed Jan. 13.

Existing Tv Stations . . .

ACTIONS BY FCC

KARK-TV Little Rock, Ark.—Ark. Radio & Equipment Co. granted STA to operate commercially on vhf ch. 4 for the period ending April 20. Granted Jan. 11; announced Jan. 19.

WEAR-TV Pensacola, Fla.—Gulfport Bcstg. Co. granted STA to operate commercially on vhf ch. 3 for the period ending June 20. Granted Jan. 13; announced Jan. 19.

WTVH-TV Peoria, Ill. — Hilltop Bcstg. Co. granted modification of CP for uhf ch. 19 to change ERP to 97.7 kw visual, 53.7 kw aural; change transmitter and studio location to intersection of Stewart & Leonard Sts., Creve Couer, Ill.; antenna height above average terrain 280 ft. Granted Jan. 11; announced Jan. 19.

WNEM-TV Bay City, Mich.—North Eastern Michigan Corp. granted STA to operate commercially on vhf ch. 5 for the period ending May 2. Granted Jan. 13; announced Jan. 19.

WKAR-TV East Lansing, Mich. — Michigan State Board of Agriculture granted STA to operate commercially on uhf ch. 60 for the period ending Feb. 15. Granted Jan. 7; announced Jan. 19.

KMO-TV Tacoma, Wash.—KMO Inc. granted modification of CP for vhf ch. 13 to change ERP to 50.1 kw aural; antenna height above average terrain 780 ft. Granted Jan. 11; announced Jan. 19.

WSAZ-TV Huntington, W. Va.—WSAZ Inc. granted modification of CP for vhf ch. 3 to change ERP to 46.8 kw visual, 23.4 kw aural; change transmitter location to Barkers Ridge, 13.5 miles NE of center of Huntington; studio

location to 201 9th St., Huntington; antenna height above average terrain 1,250 ft. Granted Jan. 11; announced Jan. 19.

WNAM-TV Neenah, Wis. — Neenah-Menasha Bcstg. Co. granted STA to operate commercially on uhf ch. 42 for the period ending Feb. 28. Granted Jan. 13; announced Jan. 19.

APPLICATIONS

WHFC-TV Chicago, Ill.—WHFC Inc. seeks modification of CP for uhf ch. 26 to change ERP to 217 kw visual, 108.5 kw aural; change transmitter and studio location to 188 West Randolph, Chicago. Filed Jan. 15.

WLOU-TV Louisville, Ky.—Robert W. Rounsaville seeks modification of CP for vhf ch. 11 to change aural ERP to 88.494 kw. Filed Jan. 14.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. seeks modification of CP for vhf ch. 11 to change ERP to 316 kw visual, 157.97 kw aural; transmitter location to 8 miles SE of Port Orchard, Wash.; antenna height above average terrain 795.45 ft. Filed Jan. 18.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. seeks modification of CP for uhf ch. 25 to change ERP to 235.5 kw visual, 121 kw aural; antenna height above average terrain 571 ft. Filed Jan. 14.

STATIONS DELETED

KICU (TV) Salinas, Calif.—Salinas-Monterey Tv Co. FCC granted request to cancel CP for tv station on uhf ch. 28 and for deletion of call letters. Deleted Jan. 12; announced Jan. 19.

KDEN (TV) Denver, Colo.—Empire Coil Co. FCC granted request to cancel CP for tv station on uhf ch. 26 and deletion of call letters. Deleted Jan. 11; announced Jan. 19.

WNES (TV) Indianapolis, Ind.—Empire Coil Co. FCC granted request to cancel CP for tv station on uhf ch. 67 and deletion of call letters. Deleted Jan. 11; announced Jan. 19.

WGCM-TV Gulfport, Miss.—WGCM Tv Corp. FCC deleted tv station on uhf ch. 56 at request of attorney. Deleted Jan. 12.

KTVF (TV) Springfield, Ore.—W. Gordon Allen. FCC deleted station on vhf ch. 20 at request of applicant. Deleted Jan. 12.

New Am Stations . . .

ACTIONS BY FCC

Cordova, Ala.—Northern Light Bcstg. Corp. granted 1450 kc, 250 w, 11am-1pm, 5pm-10pm daily, 5pm-10pm Sunday. Estimated construction cost $7,400, first year operating cost $11,500, revenue $14,500. Applicant corporation is composed of 34 local and professional businessmen. Post office address Box 278, Cordova. Granted Jan. 20.

Phoenix, Ariz.—James T. Ownby, granted 1400 kc, 250 w unlimited. Estimated construction cost $9,350, first year operating cost $54,000, revenue $60,000. Mr. Ownby owns 16⅔% WOTA-AM-FM Andalusia, Ala.; 16⅔% WVIM Vicksburg, Miss.; 16⅔% WJXN Jackson, Miss.; 40% WDOB Canton, Miss., and 30% of Ole Miss Bcstg. Co., applicant for new am station in Oxford, Miss. Post office address P. O. Box 251, Jackson, Miss. Granted Jan. 20.

Murphysboro, Ill.—Evers Mick, Donald Lee Ritter, Hubert W. Wells and Hayward Lee Eggley tr/as Jackson County Bcstg. Co., granted 1420 kc, 500 w daytime. Estimated construction cost $14,275, first year operating cost $24,000, first year revenue $32,000. Principals of partnership are: **Evers Mick** (51%); **Donald Lee Ritter** (24½%); **Hubert W. Wells** (12¼%) and **Hayward Lee Eggley** (12¼%). Mr. Mick is chief engineer, Mr. Wells is manager and Messrs. Ritter and Eggley are announcers of WFMW-AM-FM Madisonville, Ky. Post office address % E. Mick, 342 N. Seminar Rd., Madisonville. Granted Jan. 14.

Franklin, Ky. — L. L. Valentine and H. H. Ogles d/b as Franklin Bcstg. Co., granted 1220 kc, 250 w daytime. Estimated construction cost $15,000, first year operating cost $24,000, revenue $25,000. Principals in partnership are **Lowell L. Valentine** (66⅔%) editor and 50% partner in the *Franklin Favorite*, and **Howard H. Ogles** (33⅓%), advertising manager and 50% partner in the *Franklin Favorite*. Post office address % Paul R. Huddleston, Price Bldg., Bowling Green, Ky. Granted Jan. 14.

Burlington, Vt.—WDOT Corp., granted 1400 kc, 250 w unlimited. Estimated construction cost $18,060, first year operating cost $38,000, revenue $50,000. Principals include President and Treasurer **Val Carter** (81.11%), former employe WJOY Burlington, and **Noe Duchaine** (11.11%), plumbing and heating contractor. Post office address 158 Bank St. Granted Jan. 20.

Amory, Miss.—Charles Boren Jr., granted 1580 kc, 5 kw daytime. Estimated construction cost $14,000; first year operating cost $30,000; first year revenue $36,000. Mr. Boren is theatre owner. P. O. address: Verona, Miss. Granted Jan. 14.

Church Hill, Tenn.—Twin Cities Bcstg. Co., granted 1260 kc, 1 kw daytime. Estimated construction cost $18,812.20, first year operating cost $41,500, revenue $62,738. Principals in partnership are **Harry J. Morgan** (50%), employe of WKXY Sarasota, Fla., and **Thales E. Wallace** (50%), 50% owner Wallace-Culbertson Firm, construction, Church Hill. Post office address % H. J. Morgan, P. O. Box 813, Kingsport, Tenn. Granted Jan. 14.

Rogersville, Tenn. — Rogersville Bcstg. Co. granted 1370 kc, 1 kw daytime. Estimated construction cost $10,500, first year operating cost $21,000, revenue $30,000. Principals include general partners **John E. Beal** (50%); **Harry M. Beal** (16⅔%), **Fred T. Beal** (16⅔%). Post office address 207 North Clay Street, Rogersville Tenn. Granted Jan. 14.

Martinsville, Va.—Macklenburg Bcstg. Corp., granted 1370 kc 500 w daytime. Estimated construction cost $9,250, first year operating cost $36,000, revenue $48,000. Principals include President **John W. Shultz** (49%), Vice President **Philip F. Hedrick** (49%), chief engineer WSJS-AM-FM Winston-Salem, N. C., Secretary-Treasurer **Ruth M. Shultz** (1.0%) and **Elizabeth D. Hedrick** (1.0%). Post office address 607 Mulberry St., Martinsville, Va. Granted Jan. 20.

APPLICATIONS

Jacksonville, Fla.—Telerad Inc., 1280 kc, 1 kw daytime. Post office address 1307 Glen Garry Rd., Jacksonville, Fla. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include President **John A. Boling** (60%), former owner-licensee WNER Live Oak, Fla.; **Opal D. Boling** (20%) and **Beverly G. Boling** (20%). Filed Jan. 13.

Talbottom, Ga.—J. C. Henderson, 1580 kc, 1 kw daytime. Post office address P. O. Box 392, Alexander City, Ala. Estimated construction cost $23,027, first year operating cost $50,000, revenue $55,000. Principals include **Mr. Henderson,** editor-publisher-95% owner *Alexander City Outlook;* president-publisher-51% stockholder East Ala. Pub. Co., newspaper publishing, and president-stockholder WRLD-AM-FM Lanett, Ala. Filed Jan. 13.

Salina, Kan.—Philip D. Jackson tr/as Salina Bcstg. Co., 1310 kc, 500 w daytime. Post office address 1109 South 9th St., Chickasha, Okla. Estimated construction cost $15,648, first year operating cost $24,000, revenue $36,000. Principals include **Mr. Jackson,** ½ owner KPUY Puyallup, Wash., is sole owner. Resubmitted Jan. 13.

Longview, Wash.—W. Gordon Allen & John Truhan d/b as Altru Bcstg. Co., 930 kc, 1 kw daytime. Post office address 260 Hansen Ave., Salem, Ore. Estimated construction cost $13,300, first year operating cost $60,000, revenue $75,000. Principals in equal partnership are **W. Gordon Allen,** president-59.1% stockholder KGAL Lebanon, Ore., ⅓ partner KGAE Salem, Ore., 59% stockholder KSGA Cottage Grove Ore., and owner of WRGA Springfield, Ore.; and **John Truhan,** ⅓ partner KGAE and 21% stockholder KSGA. Filed Jan. 11.

APPLICATIONS AMENDED

Southbridge, Mass.—James W. Miller & Hope N. Miller amend bid for new am station on 970 kc, 500 w daytime to change name of applicant to James W. Miller. Filed Jan. 14.

Redwood Falls, Minn.—Charles B. Persons amends bid for new am station on 1490 kc, 250 w unlimited to specify 100 w. Filed Jan. 14.

De Kalb, Miss—Harry K. Reynolds tr/as Voice of the Confederacy. FCC dismissed bid for new am station on 550 kc, 1 kw daytime. Dismissed Jan. 14.

Chadron, Neb. — Community Service Radio **Corp.** amends bid for new am station on 1450 kc, 250 w unlimited to specify transmitter location as 1½ miles W of Chadron; studio location as 200 Bordeaux St., Chadron. Filed Jan. 14.

Abilene, Tex.—Bill Mathis amends bid for new am station on 1280 kc, 1 kw daytime to specify transmitter location as 4½ miles SW of Abilene. Filed Jan. 15.

APPLICATION DISMISSED

Statesville, N. C.—Harry A. Epperson Jr. FCC dismissed bid for new am station on 1580 kc, 1 kw daytime. Dismissed Jan. 14.

Existing AM Stations . . .

ACTION BY FCC

KAVR Victorville, Calif.—Apple Valley Bcstg. Co. granted modification of CP to move facilities to Apple Valley, Calif. and dismissed application of Orange County Radio and Telecasting Co. for new am station on 960 kc, 1 kw daytime without prejudice to filing new application specifying facilities available in the area. Granted Jan. 14.

WJAZ Albany, Ga. — Radio Station WJAZ granted CP to increase power on 1050 kc from 250 w to 1 kw. Granted Jan. 20.

WGES Chicago, Ill.—Radio Station WGES. FCC granted modification of license to change name by substituting name of Mary J. Emmer to Mary J. Winkler et al. d/b as Radio Station WGES. Granted Jan. 12; announced Jan. 19.

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KODL The Dalles, Ore.—Western Radio Corp. granted construction permit to change from 1230 kc, 100 w night, 250 w daytime, unlimited to 1440 kc, 1 kw unlimited, directional night. Granted Jan. 14.

WCMB Harrisburg-Lemoyne, Pa.—Rossmoyne Corp. granted modification of license to specify studio location in Harrisburg only, but to continue to program from Lemoyne also. Granted Jan. 20.

WKIN Kingsport, Tenn.—Radio Station WKIN Inc. granted construction permit to change from 1 kw daytime to 5 kw daytime. Granted Jan. 14.

WJPG Green Bay, Wis.—Green Bay Newspapers Co. granted CP to change from 500 w, night, 1 kw day, directional, unlimited to 500 w night, 5 kw day, directional, unlimited. Granted Jan. 19.

APPLICATIONS

WPJV Vero Beach, Fla.—Tropics Inc. seeks modification of CP to increase power from 100 w to 250 w. Application is contingent on grant of assignment to Tropics Inc. Filed Jan. 18.

KDEF Albuquerque, N. M.—Frank Quinn seeks CP to change from 1280 kc to 930 kc. Filed Jan. 14.

STATIONS DELETED

Columbus, Miss.—J. W. Furr. FCC cancelled CP for new am station on 1540 kc, 10 kw daytime and deleted call letters. Deleted Jan. 15.

KLST Lone Star, Tex.—Pierce P. Brooks & T. H. Parham d/b as Lone Star Bcstg Co. FCC deleted CP for new am station on 1300 kc, 500 w daytime. Deleted Jan. 14.

New Fm Station . . .

ACTION BY FCC

Winston-Salem, N. C.—Piedmont Pub. Co. granted construction permit for new fm station on ch. 281 (104.1 mc); ERP 42 kw; antenna height above average terrain 160 ft. Granted Jan. 14.

Existing Fm Stations . . .

ACTIONS BY FCC

WJDX-FM Jackson, Miss.—Lamar Life Ins. Co. granted modification of CP to change antenna height above average terrain from 570 ft. to 600 ft. Granted Jan. 14.

WCED-FM DuBois, Pa.—Tri-County Bcstg. Co. granted modification of CP to change ERP from 9.5 kw to 3.2 kw. Granted Jan. 14.

APPLICATION

WRCM (FM) New Orleans, La. — Supreme Bcstg. Co. seeks modification of CP to change ERP to 5.7 kw and antenna height above average terrain to 250 ft. Filed Jan. 14.

STATIONS DELETED

WHBS-FM Huntsville, Ala.—Huntsville Times Co. granted request to cancel license and delete fm station on ch. 236. Deleted Jan. 11; announced Jan. 19.

KVRE (FM) Redding, Calif.—Golden Empire Bcstg. Co. granted request to cancel license and delete fm station on ch. 280. Granted Jan. 11; announced Jan. 19.

WBIB (FM) New Haven, Conn.—Conn. Radio Foundation Inc. granted request to cancel license and delete fm station on ch. 264. Deleted Jan. 11; announced Jan. 19.

KWFT-FM Wichita Falls, Tex.—Rowley-Brown Bcstg. Co. FCC granted request to cancel license and delete fm station on ch. 260. Deleted Jan. 14.

Ownership Changes . . .

ACTIONS BY FCC

WCRL Oneonta, Ala.—Pat. M. Courington granted voluntary assignment of license to Blount County Bcstg. Service for $12,000. Principals include President-Treasurer **Pat M. Courington** (0.7%, owner WCRI Scottsboro, Ala., and 51% partner WAVU-AM-FM Albertsville, Ala.; Vice President **E. Glenn Abercrombie** (48.6%), WCRL employe; Secretary **Annette Abercrombie** (0.7%) and WAVU (50%). Granted Jan. 14.

KBTM-AM-FM Jonesboro, Ark.—Jay P. Beard & Veda Beard d/b as Regional Bcstg. Co. granted voluntary assignment of license to Harold E. King and Helen W. King d/b as Regional Bcstg. Co. for $73,000. Harold E. King is manager KWBW Hutchinson, Kan. Granted Jan. 20.

KYOR Blythe, Calif.—William B. Ross, trustee in bankruptcy, granted voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Granted Jan. 20.

KROP Brawley, Calif.—William B. Ross, trustee in bankruptcy, granted voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Granted Jan. 20.

KREO Indio, Calif.—William B. Ross, trustee in bankruptcy, granted voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Granted Jan. 20.

KPRO Riverside, Calif.—William B. Ross, trustee in bankruptcy, granted voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Granted Jan. 20.

KTFI-AM-FM Twin Falls, Idaho—Radio Bcstg. Corp. granted involuntary transfer of control (54.4%) to Walker Bank & Trust Co., executor of the estate of O. P. Soule, decreased. Granted Jan. 14.

KGNO Dodge City, Kan.—Dodge City Bcstg. Co. granted involuntary transfer of control (94.8%) to Juliet Denious and J. C. Denious Jr., executors of the estate of J. C. Denious, deceased. Granted Jan. 14.

WSKB McComb, Miss.—WSKB Inc. granted voluntary transfer of control to Charles W. Holt & Dave A. Matison Jr. through purchase of all stock for $42,500. Messrs. Holt and Matison are owners of WHXY Bogalusa, La., and Hattiesburg Tv Corp., applicant for new tv station on ch. 9 at Hattiesburg, and ⅓ and ½ owners, respectively, of WHSY Hattiesburg. Mr. Matison is also ¼ owner WAML Laurel, Miss. Granted Jan. 20.

WEBR Buffalo, N. Y.—WEBR Inc. granted voluntary assignment of control to William J. Conners III through bequeathal of 51% of interest upon death of his father William J. Conners Jr. Granted Jan. 20.

WAIR Winston-Salem, N. C.—WAIR Bcstg. Co. granted voluntary assignment of license to Radio Winston-Salem Inc. through sale of all stock for $30,000 and assumption of $50,000 liabilities. Principals include President **John S. Riggs** (50%), president-26.66% stockholder WELM Elmira, N.Y.; Vice President-Secretary-Treasurer **F. Robert Greene** (50%), former assistant general manager WGR Buffalo, N. Y. Granted Jan. 14.

WCIN-TV Cincinnati, Ohio—Robert W. Rounsaville & George M. Clark d/b as Rounsaville-Clark Tv Corp. granted voluntary assignment of CP for uhf ch. 54 to Robert W. Rounsaville. No consideration involved as Mr. Clark advances $100,000 toward construction of the station and receives option to purchase 45% interest. Granted Jan. 20.

KJUN Redmond, Ore.—Juniper Bcstrs. Inc. granted voluntary transfer of control to F. Gilbert Lieser through purchase of 40% interest from Harold C. Sigleton for $15,000. Mr. Lieser, general manager KJUN, will now be sole owner. Granted Jan. 20.

KVAS Astoria, Ore.—William Ohlman, Receiver for KVAS Inc. granted voluntary assignment of license to Lower Columbia Bcstg. Co. for $4,750. Principals include President **A. L. Capstoff** (25%), L.A. radio-tv producer; Secretary-Treasurer **T. R. Williams** (50%), transportation and food marketer and **Tracy Moore** (25%), L. A. radio station representative. Granted Jan. 14.

WIEK Scranton, Pa.—Scranton Radio Corp. granted voluntary transfer of control to Joseph W. Dobbs & George C. Brooks Jr. through sale of all stock for $10,000. Mr. Dobbs is Washington advertising salesman. Mr. Brooks is treasurer-31% owner Sonic Service, Scranton, wired music. Granted Jan. 20.

WAKE Greenville, S. C.—Piedmont Bcstg. Co. granted voluntary assignment of license to John A. Ellison and Katherine M. Simpson d/b as Paramount Radio Co. for $20,000. Principals include **John A. Ellison** (50%), real estate and department store and **Katherine M. Simpson** (50%), department store and stockholder WMIT (FM) Clingsman Peak, N. C. Granted Jan. 20.

WLCM Lancaster, S. C.—Royal Bcstg. Co. granted voluntary relinquishment of control by Milton D. Scarboro through sale of 240 shares for $23,000. Licensee retires 145 shares and Messrs. Wm. H. B. Simpson, William Dough- and Messrs. Wm. H. B. Simpson, William Dougherty and C. K. Connelly Jr. purchase 95 shares of $8 500. Principals will now include **Wm. H. B. Simpson** (20%), **Charles K. Connelly Jr.** (18.8%) and **William Dougherty** (29.8%). Granted Jan. 20.

WDNE Elkins, W. Va.—W. Va. Radio Corp. granted voluntary assignment of license to Queen Sylvia's Publications Inc. for $50,000. Principals include President **Bonn Brown** (33⅓%), attorney; Vice President **David P. Gullette** (16⅔%), engineer WCAU Philadelphia; Secretary **Ruth G. Golden** (16⅔%), Treasurer **Stephen P. Toadvine**, professor at Davis & Elkins College and **W. W. Barron** (16⅔%), chairman W. Va. Liquor Control Commission. Granted Jan. 14.

WKLJ Sparta, Wis.—Sparta-Tomah Bcstg. Co. granted voluntary transfer of control to John F. Monroe and 5 others through sale of all stock for $31,500. Principals include President **John F. Monroe** (2%), investment securities & banking; Vice President **Dr. Wendell Hansen** (37½%), partner WMNE Menomonie, Wis., and stockholder WTRW Two Rivers, Wis.; Secretary **John F. Monroe Jr.** (16%), investment broker and **Rev. Willard L. Archer** (12½%), Pastor, Downing Bible Church, Downing, Wis. Granted Jan. 14.

APPLICATIONS

KCSJ Pueblo, Colo.—Douglas D. Kahle & Robert L. Clinton Jr. d/b as Star Bcstg. Co. seeks voluntary assignment of license to Star Bcstg. Co. (KCSJ-TV). Messrs. Kahle and Clinton are owners of KCSJ-TV. Assignee agrees to pay obligations totalling $29,500 and cancel indebtedness of Messrs. Kahle and Clinton for $48.750. Filed Jan. 7.

WPJV Vero Beach, Fla.—Indian River Bcstg. Co. seeks voluntary assignment of CP for new am station on 1490 kc Tropics Inc. in exchange for 40% interest. Indian River Bcstg. licensee of WIRA Ft. Pierce, Fla., is owned by Chanticlear Bcstg. Co., (WCTC New Brunswick, N. J.) Principals in Tropics Inc. include President **Merrill P. Barber** (3%), banking and real estate; Vice President **Ralph W. Sedgwick** (3%), insurance and Secretary-Treasurer **James L. Howe** 50.1% stockholder WCTC. Filed Jan. 11

WBML Macon, Ga.—Middle Georgia Bcstg. Co. seeks voluntary transfer of control to C. R. Rader (⅔) and George W. Patton (⅓) through sale of all stock for $159,400. Mr. Rader is general contractor and Mr. Patton is commercial manager WBML. Filed Jan. 14.

KFAZ (TV) Monroe, La.—Delta Tv Inc. seeks acquisition of control by J. O. Willett through purchase of 49% of stock from Howard E. Griffith for $25,500. Mr. Willett will now own 98.04% interest. Filed Jan. 6.

KXLW Clayton, Mo.—St. Louis County Bcstg. Co. seeks assignment of license to KXLW Inc. No consideration involved as stockholders in both companies are identical. Filed Jan. 7.

WRTV (TV) Asbury Park, N. J.—Atlantic Video Corp. seeks voluntary transfer of control through sale of all stock to Walter Reade Theatres Inc. for $20,300. Principals include President **Walter Reade Jr.** (51%); Vice President **Edwin Gage**, and **Suzanne Gage** (49%). Filed Jan. 14.

WISP Kinston, N. C.—Edwin J. Schuffman seeks voluntary assignment of license to Citizens Bcstg. Co. in consideration of 98.98% interest in new owner. Mr. Schuffman transfers 38.98% interest in payment of indebtedness to Messrs. Matt H. Allen (9.47%), Abe Birenbaum (20.40%) and James L. Mosely (9.11%). Mr. Schuffman will then own 60% interest. Filed Jan. 14.

KBUD Athens, Tex.—Henderson County Bcstg. Co. seeks voluntary assignment of license to J. B. McNutt Jr. tr/as Henderson County Bcstg. Co. through purchase of 25% interest from Merl Saxon for $5.000. Mr. McNutt will now be sole owner. Filed Jan. 12.

Hearing Cases . . .

INITIAL DECISIONS

Chattanooga, Tenn.—New Tv, vhf ch. 12. FCC Hearing Examiner J. D. Bond issued an Initial Decision looking toward grant of the application of WDEF for construction permit for new tv station on ch. 12; engineering condition and subject to the condition that the grant is without prejudice to any action the Commission may take with respect to any future application filed to effectuate the agreement between WDEF Southern Television Inc., and Tri-State Telecasting Corp. Action Jan. 20.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Houston, Tex.—New Tv, vhf ch. 13. FCC hearing examiner James D. Cunningham issued initial decision looking toward grant of application of Houston Television Co. for construction permit for new tv station in Houston on ch. 13; ERP 316 kw visual, 158 kw aural; engineering condition and subject to the condition that the grant is without prejudice to any action the Commission may take with respect to any future application which is filed to effectuate an agreement entered into on Jan. 7 by Houston Television Co., KTRH Houston Area Television Co., and TV Broadcasting Co. of Houston. Action Jan. 14.

OTHER ACTIONS

Am site-to-be determined—FCC by memorandum opinion and order denied petition by Mercer Bcstg. Co., Trenton, N. J. for partial reconsideration of Commission's report of Oct. 28 which revised Sec. 3.33 by eliminating site-to-be-determined applications for am stations. Action Jan. 14.

Annual Ownership Report Abolished—By order the Commission amended Sec. 1.343 (a) of its Rules of Practice and Procedure to abolish, effective immediately, the filing of annual ownership reports (FCC Form 323) by am, fm, tv and international broadcast stations. Instead, stations will file this information (on the same form) at the time of making applications for renewal of licenses (every 3 years in the case of am, fm and tv). There is no change in subsection (b) which requires licensees and permittees of broadcast stations to file supplemental ownership report (Form 323) within 30 days after any change occurs in the information previously reported to the Commission. Action Jan. 14.

Rogers, Ark.—FCC designated for hearing applications for new am stations of Chick Capitol Bcstrs. for 1390 kc and KAMO for 1370 kc, each with power of 1 kw daytime. Action Jan. 20.

Fm Allocation—FCC announced proposed rule making to amend allocation plan for Class B fm stations to delete ch. 248 from Nashville, Tenn., and assign it to Paris Tenn., where Paris Bcstg. Co. has applied for operation on that channel. Action Jan. 14.

Miami Fla. — Vhf ch. 7 proceeding. FCC scheduled for hearing on Feb. 19 competitive bids for new tv stations of Biscayne Tv Corp., Mel Foster-Harold Hoersch, East Coast Tv Corp., South Fla. Tv Corp. and Sunbeam Tv Corp. for new tv stations on vhf ch. 7. Action Jan. 20.

Springfield, Ill.—Capitol City Tv Co. FCC granted petition to dismiss without prejudice its bid for new tv station on vhf ch. 2. Action Jan. 14.

WIBV Belleville, Ill., Franklin County Bcstg. Co., Washington, Mo. FCC designated for hearing competitive applications of Franklin County for new am station on 1260 kc, 500 w daytime and WIBV to change from 1060 kc, 250 w daytime to 1260 kc, 1 kw daytime. Action Jan. 14.

Central City, Ky. — Central City-Greenville Bcstg. Co., Muhlenberg-Ohio-McLean Bcstrs. FCC designated for hearing competitive applications for new am stations on 1380 kc, 500 w daytime. Action Jan. 14.

Buffalo, N. Y.—Vhf ch. 2 proceeding.—By memorandum opinion and order, the Commission denied petition filed by WBUF-TV Buffalo N. Y., to intervene in the proceedings re application of Niagara Frontier Amusement Corp. for construction permit for new tv station in Buffalo on ch. 2. Commissioner Hennock dissented. Action Jan. 14.

Buffalo, N. Y.—Vhf ch. 2 proceeding.—By memorandum opinion and order, the Commission denied petition for reconsideration filed by WBUF-TV Buffalo, N. Y., directed against the Dec. 10 action of the Commission designating for hearing the application of Niagara Frontier Amusement Corp. for new tv station in Buffalo on ch. 2. Action Jan. 18. Petition was denied Jan. 14.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp. FCC granted special authority to April 7, to operate commercially using directional antenna and using the transmitter building as a temporary emergency studio (ch. 35). This authority should not be construed as a determination by the Commission on such a transmitter site for a permanent studio location. Comr. Hennock dissented. Action Jan. 20.

Binghamton, N. Y.—The Binghamton Bcstrs. Inc. granted petition to dismiss bid for new tv station on uhf ch. 40. Action Jan. 20.

Raleigh, N. C.—Vhf ch. 5 proceeding. FCC scheduled for hearing on Feb. 19 the competitive bids of WPTF and Capitol Bcstr. Co. for new tv station on vhf ch. 5. Action Jan. 20.

Wilmington, N. C.—FCC granted petition of Wilmington Bcstg. Service for dismissal without prejudice of its bid for new am station and retained in hearing application of Port Bcstg. Co. Action Jan. 14.

WCUE Akron, Ohio—Akron Bcstg. Corp. FCC designated for hearing application to change from 1 kw, directional daytime to 500 w night, 1 kw daytime, unlimited. **Action Jan. 14.**

Charleston S. C.—Vhf ch. 2 proceeding. FCC scheduled for hearing on Feb. 19 the competitive bids of Charleston Bcstg. Co. and Southern Bcstg. Co. for new tv stations on vhf ch. 2. Action Jan. 20.

Houston, Tex.—Vhf ch. 13 proceeding. FCC granted petitions of KTRH, Houston Area Tv Co. and Tv Bcstg. Co. of Houston for dismissal without prejudice of their bids for new tv station on ch. 13 and retained in hearing application of Houston Tv Co. Action Jan. 14.

Tv Allocation—By memorandum opinion and order, FCC dismissed, because of nonconformance with tv rules, petition by John H. Phipps filed Dec. 4, to assign ch. 9 to Tallahassee, Fla., by deleting that channel from Dothan, Ala. Action Jan. 14.

Tv Allocation—By memorandum opinion and order, FCC denied petition of KIT Inc., filed Dec. 3, to amend the Table of Assignments so as to add either ch. 2 or 3 to Yakima, Wash., by making changes in other cities. The proposed amendment would result in substandard spacings on co-channel assignments for Zone II. Action Jan. 14.

Charleston, W. Va.—Vhf ch. 8 proceeding. FCC granted petition of Capital Tv Inc. for dismissal without prejudice of its bid for new tv station on vhf ch. 8 and retained in hearing application of Tierney Co. Action Jan. 14.

Huntington, W. Va.—Vhf ch. 13 proceeding. FCC scheduled for hearing on Feb. 19 the competitive bids of greater Huntington Radio Corp., Ashland Bcstg. Co. and Huntington Bcstg. Corp. for new tv station on vhf ch. 13. Action Jan. 20.

Routine Roundup . . .

January 14 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Chief Broadcast Bureau—Granted extension of time to and including Jan. 19, within which comments may be filed with respect to motions of 220 Television Inc. and Columbia Bcstg. System Inc. for tv ch. 11 in St. Louis, Mo. (Dockets 10789, et al.).

Wisconsin Bcstg. System Inc., Milwaukee Wis.—Granted petition for an extension of time to and including Jan. 18, within which to file answers to petitions of Milwaukee Bcstg. Co. and Milwaukee Area Telecasting Corp. for ch. 12 (Dockets 8954 et al.).

Orange Tele. Bcstg. Co. and Tampa Tele. Co., Tampa, Fla.—Granted joint petition for extension of time to and including Jan. 22 within which to file exceptions to Initial Decision (Docket 10253 et al.).

The Travelers Bcstg. Service Corp., Hartford Telecasting Co., Hartford, Conn.—Granted in part petition by Hartford Telecasting Co. for extension of time to file an appeal from motion commissioner's order of Jan. 7, and extended time to Jan. 15; denied petition in all other respects (Docket 8621 and 10699), re ch. 3.

By Hearing Examiner Elizabeth C. Smith

James A. Noe & Co., New Orleans, La.—By memorandum opinion and order, denied petition for leave to amend its application (Docket 10796; BPCT-1588), to change studio location etc.

By Hearing Examiner Isadore A. Honig

Gave notice of pre-hearing conference to be held beginning Jan. 25, in proceeding re applications of Palm Beach Bcstg. Corp. (Docket 10828) and WEAT-TV Inc. (Docket 10829), for tv ch. 12.

By Hearing Examiner Charles J. Frederick

Beachview Bcstg. Corp., Norfolk, Va.—Granted petition for leave to amend its application (Docket 10800; BPCT-1605), to include minor corrections only.

BY THE COMMISSION EN BANC

BROADCAST ACTIONS

McFarland Letter

WINA Charlottesville, Va., Charlottesville Bcstg. Co.—Is being advised that application (BP-8933) to change operation from 1280 kc, 1 kw, D, to 1450 kc, 250 w, U, involves interference considerations which indicate necessity of a hearing.

WELO Tupelo, Miss., Birney Imes Jr.—Is being advised that application (BP-8939) to change operation from 1490 kc, 250 w, U, to 580 kc, 500 w, 1 kw-LS, DA-2, U, involves interference considerations which indicate necessity of a hearing.

WLEW Bad Axe, Mich., Port Huron Bcstg Co.—Is being advised that application (BP-8958) to change operation from 1540 kc, 250 w, D, to 1340 kc, 250 w, U, involves interference considerations which indicate necessity of a hearing.

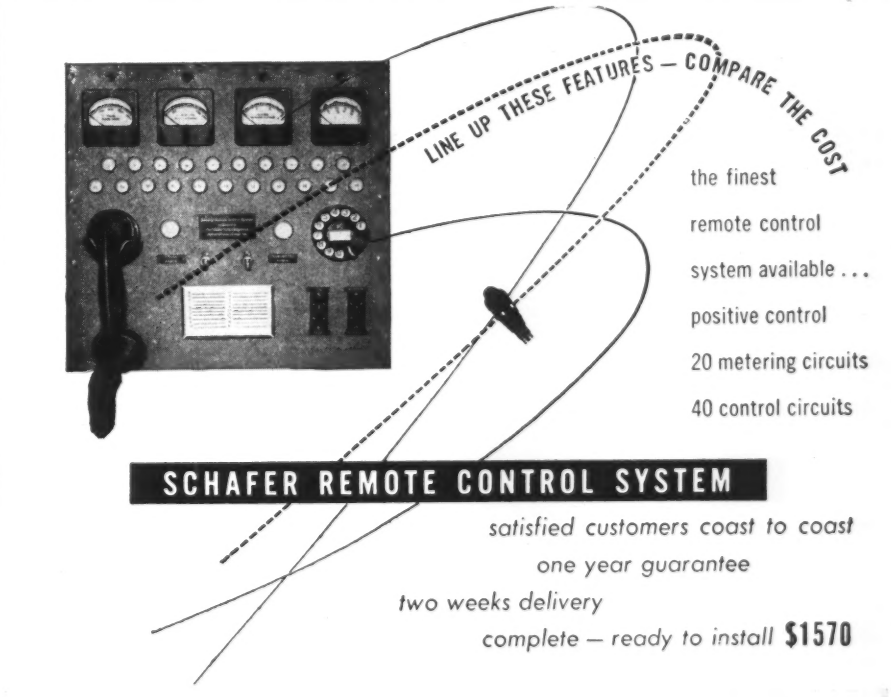
SAA Dismissed

KVIM Queen City Bcstg. Co., New Iberia, La., to operate on 1360 kc, from local sunset to 9 p.m., CST, for six months (BSSA-279); and KFVD, Standard Bcstg Co., Los Angeles, to operate on 1020 kc with 10 kw until such time as Commission grants its application for such operation on a permanent basis (consideration of which is being held in abeyance pending decision in daytime skywave proceeding (Docket 8333), (BSSA-278).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KBND Bend, Ore.; KGFF Shawnee, Okla.; KGON Oregon City, Ore.; KNET Palestine, Tex.; KPUG Bellingham, Wash.; KRCO Prineville, Ore.; KRXL Roseburg, Ore.; KSGA Cottage Grove, Ore.; KTEL Walla Walla, Wash.; KTKN Ketchikan, Alaska; KUGN Eugene, Ore.; KULA Honolulu; WAGM Presque Isle, Me.; WATZ Alpena, Mich.; WBHF Cartersville, Ga.; WBSR Pensacola, Fla.; WBUY Lexington, N. C.; WCCP Savannah, Ga.; WCRK Morristown, Tenn.; WCTC New Brunswick, N. J.; WCVS & Aux., Springfield, Ill.;



BMI "Pin Up" Hit

WHAT IT WAS, WAS FOOTBALL

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BROADCAST MUSIC, INC.
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Radio-Television
NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year.

2. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television. Nomination must consist of either a partial or complete script, broadcast or telecast during the year.

3. Public Service in Radio: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

4. Public Service in Television: For an outstanding example of public service by an individual television station or network through television journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

Deadline Feb. 1, 1954

SEND ENTRIES TO:
Victor E. Bluedorn, Ex. Dir.
Sigma Delta Chi
35 E. Wacker Dr., Chicago 1

WDAD Indiana, Pa.; WIBM Jackson, Mich.; WJPA Washington, Pa.; WKEU Griffin, Ga.; WKIP Poughkeepsie, N. Y.; WKLA Ludington, Mich.; WKXL Concord, N. H.; WLAR Athens, Tenn.; WLAY Muscle Shoals, Ala.; WLCK Campbellsville, Ky.; WLEC & Aux., Sandusky, Ohio; WLPM Suffolk, Va.; WMAJ State College, Pa.; WMAS & Alt. Springfield, Mass.; WMBH Joplin, Mo.; WMFJ Daytona Beach, Fla.; KWIE Kennewick, Wash.; KWNW Wenatchee, Wash.; KWRL Riverton, Wyo.; KWSC Pullman, Wash.; WDLB Marshfield, Wis.; WFPG & Aux., Atlantic City, N. J.; WFUN Huntsville, Ala.; WGET Gettysburg, Pa.; KING-TV Seattle, Wash.; KSD-TV St. Louis, Mo.; WMBR-TV Jacksonville, Fla.; WTVJ (TV) Miami, Fla.

Application Returned

WOC-TV Davenport, Iowa, Central Bcstg. Co.—Application for renewal of license on ch. 5 was returned because it was for a channel which has been changed by the tv proceedings and the station is now operating on new ch. 6 under special temporary authority for which a covering license may be filed upon completion of construction.

WTRI (TV) Schenectady, N. Y., Van Curler Bcstg. Corp.—Is being advised that application (BMPCT-1550) for Mod. of CP for tv operation on ch. 35 to move main studio to Menands, N. Y., cannot be granted on showing made. Comr. Sterling voted for grant on basis of technical showing by applicant.

January 15 Applications

ACCEPTED FOR FILING

Renewal of License

WNBH New Bedford, Mass., E. Anthony & Sons, Inc. (BR-200); WBRK Pittsfield, Mass., Greylock Bcstg. Co. (BR-956); WTAG Worcester, Mass., WTAG Inc. (BR-207); WHEB Portsmouth, N. H., WHEB Inc. (BR-810); WCAU Philadelphia, Pa., WCAU Inc. (BR-365); WEAN Providence, R. I., General Teleradio Inc. (BR-161); WPRO Providence, R. I., Cherry & Webb Bcstg. Co. (BR-154); WJOY Burlington, Vt., Vermont Bcstg. Corp. (BR-1323).

Application Returned

KWIL Albany, Ore., Central Willamette Bcstg. Co.—License to cover construction permit (BP-8539) as mod. which authorized change frequency, increase power, installation of transmitter and DA for day & night use (DA-2) & change transmitter location (790kc).

License for CP

WWMT New Orleans, La., Fidelity Bcstg. Inc.—License to cover construction permit (BPH-1880) as modified which authorized new fm station (BLH-941).

KWIL-FM Albany, Ore., Central Willamette Bcstg. Co.—License to cover construction permit (BPH-1870) which authorized changes in licensed station (BLH-942).

Renewal of License

WHAI-FM Greenfield, Mass., John W. Haigis—(BRH-241).

WOTW-FM Nashua, N. H., Nashua Bcstg. Corp. (BRH-166).

Modification of CP

WRNL-FM Richmond, Va., Richmond Newspapers Inc.—Modification of construction permit (BPH-1848) which authorized changes in licensed station for extension of completion date (BMPH-4892).

WJBK-FM Detroit, Mich., Storer Bcstg. Co.—Modification of construction permit (BPH-1860) which authorized changes in licensed station for extension of completion date (BMPH-4891).

KOB-TV Albuquerque, N. M., Albuquerque Bcstg. Co.—Mod. of CP (BPCT-1693) which authorized changes in facilities of existing tv station for extension of completion date to 4/2/54 (BMPCT-1719).

WUTV Youngstown, Ohio, Albert S. Polan, et al. d/b as Polan Industries—Mod. of CP (BPCT-948) as mod., which authorized new tv station for extension of completion date to 7/19/54 (BMPCT-1717).

KTSM-TV El Paso, Tex., Tri-State Bcstg. Co.—Mod. of CP (BPCT-999) as mod., which authorized new tv station for extension of completion date to 3/17/54 (BMPCT-1726).

KGBT-TV Harlingen, Tex., Harbenito Bcstg. Co.—Mod. of CP (BPCT-1071) which authorized new tv station for extension of completion date to 5/1/54 (BMPCT-1724).

KANG-TV Waco, Tex., Central Texas Television Co.—Mod. of CP (BPCT-1072) as mod., which authorized new tv station for extension of completion date to 4/15/54 (BMPCT-1729).

KHSL-TV Chico, Calif., Golden Empire Bcstg. Co.—Mod. of CP (BPCT-1310) as mod., which authorized new tv station for extension of completion date to 5/11/54 (BMPCT-1720).

WTVP Nr. Decatur, Ill., Prairie Television Co.—Mod. of CP (BPCT-1399) as mod., which authorized new tv station for extension of completion date to 8/12/54 (BMPCT-1721).

WKLO-TV Louisville, Ky., Mid-America Bcstg. Corp.—Mod. of CP (BPCT-552) as mod., which authorized new tv station for extension of completion date to 4/1/54 (BMPCT-1722).

WILS-TV Lansing, Mich., Lansing Bcstg. Co.—Mod. of CP (BPCT-1415) as mod., which authorized new tv station for extension of completion date to 2/3/54 (BMPCT-1716).

KSTM-TV St. Louis, Mo., Broadcast House Inc.—Mod. of CP (BPCT-1482) as mod., which authorized new tv station for extension of completion date to 5/1/54 (BMPCT-1725).

License for CP

KDBS Alexandria, La.; Cyril W. Reddoch, individually and as Executor of the Estate of Klien Evans, Deceased, and Ralph L. Hooks, d/b as Dixie Broadcasting Service—License to cover construction permit (BP-8770) as modified which authorized new standard broadcast station (BL-5195).

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—License to cover CP (BPCT-1115) as mod., which authorized new tv station (BLCT-174).

Renewal of License

KPIG Cedar Rapids, Iowa, Cedar Rapids Bcstg. Corp.—Resubmitted. (BR-2383).

Remote Control

KPAL Palm Springs, Calif.—Florence P. Raley tr/as Desert Radio and Telecasting Co. (BRC-272).

KNDC Hettinger, N. D., Hettinger Bcstg. Co.—(BRC-273).

License for CP

KCBS-FM San Francisco, Calif., Columbia Bcstg. System Inc. of Calif.—License to cover construction permit (BPH-399) as modified which authorized a new fm station BLH-943).

Modification of CP

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanic Arts—Modification of construction permit (BPED-214) as modified which authorized new non-commercial educational fm station for extension of completion date (BMPED-274).

WEDK Springfield, Mass., School Committee of Springfield, Mass.—Modification of construction permit (BPED-183) as modified which authorized a new non-commercial educational fm station for extension of completion date (BMPED-275).

WHRN Nr. Harrington, Del., Rollins Bcstg. Inc.—Construction permit to replace expired CP (BPCT-1403) which authorized new tv station (BPCT-1829).

WIS-TV Columbia, S. C., WIS-TV Corp.—Mod. of CP (BPCT-1560) as mod., which authorized new tv station for extension of completion date to 8/11/54 (BMPCT-1731).

KVAN-TV Vancouver, Wash., Vancouver Radio Corp.—Mod. of CP (BPCT-959) which authorized new tv station to change corporate name to KVAN Inc. (BMPCT-1730).

January 18 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Kolero Telecasting Corp., Milwaukee, Wis., and Chief of Broadcast Bureau—Granted petitions for extension of time to and including Jan. 18, within which to file replies to petitions of Milwaukee Area Telecasting Corp. and Milwaukee Bcstg. Co., re ch. 12 (Docket 8954 et al.).

Tri-State Telecasting Corp., Southern Television Inc., WDEF Bcstg. Co., Chattanooga, Tenn.—Denied request of Tri-State for dismissal as moot of its petition of May 18, for clarification or enlargement of issues; granted petition of Tri-State and joint request of all applicants for dismissal as moot of Tri-State petition for reconsideration and joint petition for review of examiner's order; dismissed as moot Tri-State petition for reconsideration and joint petition for review of examiner's order re ch. 12 (Docket 10471 et al.).

By Hearing Examiner Millard F. French

Gave notice of a pre-hearing conference to be held Jan. 19, in re applications of Tulsa Bcstg. Co., Okla. Press Publ. Co., and Ashley L. Robison, for ch. 8 in Muskogee, Okla. (Dockets 10836 et al.).

By Hearing Examiner Elizabeth C. Smith

Approved stipulations for the filing of proposed findings in re applications of WMBD Inc. and WIRL Tele. Co., for ch. 8 in Peoria, Ill. (Docket 10541-42).

By Hearing Examiner Thomas H. Donahue

Continued hearing from Jan. 15 to Jan. 26, in re applications of Queen City Bcstg. Co., KXA Inc., and Puget Sound Bcstg. Co., for ch. 7 in Seattle, Wash. (Docket 9030 et al.), on request of parties.

By Hearing Examiner Herbert Sharfman

Public Service Television Inc., Miami, Fla.—Granted petition for extension of time from Jan. 14 to Jan. 28 within which to submit "McFarland Letter" data in re its application for ch. 10 (Docket 10827; BPCT-1792).

By Hearing Examiner Fanney N. Litvin

Gave notice of a hearing conference to commence on Jan. 21 in re applications of Franklin County Bcstg. Co., Washington, Mo. (Docket 10450, BP-8241), and Belleville Bcstg. Co., Belleville, Ill. (Docket 10852; BP-6480), for new am stations.

By Hearing Examiner William G. Butts

Ottaway Stations Inc., Endicott, N. Y.—Dismissed motion of Ottaway to quash notice of taking depositions filed by Southern Tier in re tv applications for ch. 40 (Docket 10682 et al.). (Action taken 1/14.) Also ordered correction of the memorandum opinion and order of Jan. 4 in re the above proceeding (Action of 1/13).

By Hearing Examiner Annie Neal Huntting

Elyria-Lorain Bcstg. Co., Elyria, Ohio—Ordered further hearing conference in re application (Docket 10526; BPCT-1124) for ch. 31, shall commence Jan. 22 (Action taken 1/14).

La Porte County Bcstg. Co., La Porte, Ind.—Continued without date the hearing now sched-

uled for Jan. 18 in re revocation of license for station WLOI (Docket 10785), pending action by the Commission on petition for reconsideration (Action taken 1/13).

By Hearing Examiner Basil P. Cooper

KTBS Inc., International Bcstg Corp., Shreveport, La.—Granted petition by International for continuance of hearing from Jan. 14 to Jan. 20 in re application for ch. 3 (Docket 10476-77) (Action taken Jan. 13).

Filing Date Contd.

On request of the National Bcstg. Co. and Clear Channel Bcstg. Service, the Commission extended to March 8, the time for filing comments in re Docket 10765; and replies to such comments may be filed on or before March 23.

January 18 Applications

ACCEPTED FOR FILING

Modification of License

WOWO Fort Wayne, Ind., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Broadcasting Co. (BML-1573).

WBZ Boston, Mass., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Broadcasting Co. (BML-1573).

WBZA Boston, Mass., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Broadcasting Co. (BML-1573).

KVAN Portland, Ore., Vancouver Radio Corp.—Modification of license to change name to KVAN Inc. (BML-1572).

KEX Portland, Ore., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Broadcasting Co. (BML-1573).

KYW Philadelphia, Pa., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Broadcasting Co. (BML-1573).

KDKA Pittsburgh, Pa., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Broadcasting Co. (BML-1573).

KEX-FM Portland, Ore., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Bcstg. Co. (BMLH-71).

KDKA-FM Pittsburgh, Pa., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Bcstg. Co. (BMLH-71).

Renewal of License

WONS Hartford, Conn., General Teleradio Inc.—(BR-854).

WTAD-FM Quincy, Ill., Lee Bcstg. Inc.—(BRH-173).

Remote Control

WBML Macon, Ga., Middle Georgia Bcstg. Co. (BRC-274); KVFD Fort Dodge, Iowa, Northwest Bcstg Co. (BRC-278); KBIZ Ottumwa, Iowa, KBIZ Inc. (BRC-277); KBIM Roswell, N. M., Taylor Bcstg. Co. (BRC-275); WLEA Hornell, N. Y., Hornell Bcstg. Corp. (BRC-279); WPAC Patchogue, N. Y., Patchogue Bcstg. Co. (BRC-276).

Renewal of License
Modification of CP

WBZ-TV Boston, Mass., Westinghouse Radio Stations Inc.—Mod. of CP (BPCT-33) as mod., which authorized new tv station to change corporate name to Westinghouse Broadcasting Co. (BMPCT-1736).

WKAR-TV East Lansing, Mich., Michigan State Board of Agriculture—Mod. of CP (BPCT-1126) as mod., which authorized new tv station for extension of completion date to 8/15/54 (BMPCT-1734).

WBEN-TV Buffalo, N. Y., WBEN Inc.—Mod. of CP (BPCT-647) as mod., which authorized changes in existing station for extension of completion date to 8/12/54 (BMPCT-1733).

WPTZ Philadelphia, Pa., Westinghouse Radio Stations Inc.—Mod. of CP (BPCT-1717) which authorized changes in existing tv station to change corporate name to Westinghouse Broadcasting Co. (BMPCT-1735).

January 19 Decisions

BROADCAST ACTIONS

Actions of January 15

KBIZ Ottumwa, Iowa, KBIZ Inc.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted mod. of CP's for extension of completion dates as shown:

WILK-TV Wilkes-Barre, Pa., to 7/25/54; WFIL-TV Philadelphia, Pa., to 8/10/54; WSTF Stamford, Conn., to 7/27/54; KSTM-TV St Louis, Mo., to 5/1/54.

Actions of January 14

WVAM Altoona, Pa., The General Bcstg. Corp.—Granted license covering installation of a new transmitter and change transmitter and studio locations (BL-5182).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KTSM-TV El Paso, Tex., to 7/17/54; WUTV Youngstown, Ohio, to 7/19/54; WTVP Decatur, Ill., to 8/12/54; WEWS Cleveland, Ohio, to 5/1/54; WKLO-TV Louisville, Ky., to 8/1/54; KALA San Antonio, Tex., to 4/25/54; WILS-TV Lansing, Mich., to 4/19/54; KGBT-TV Harlingen, Tex., to 7/20/54; KHSL-TV Chico, Calif., to 7/11/54; KRON-TV San Francisco, Calif., to 7/22/54; KANG-TV Waco, Tex., to 7/15/54; KUTF Salt Lake City, Utah, to 6/8/54; KOB-TV Albuquerque, N. M., to 8/2/54; WDIA Memphis, Tenn., to 7/16/54; conditions.

Actions of Jan. 13

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WNAH Nashville, Tenn.; WMSL Decatur, Ala.; WLAD Danbury, Conn.; WATS Sayre, Pa.; WOBS Jacksonville, Fla.; WOKO Albany, N. Y.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WJTN-TV Jamestown, N. Y., to 7/22/54; KOMO-TV Seattle, Wash., to 8/10/54; KTVP Houston, Tex., to 7/7/54 and for waiver 30-day rule in connection with filing; KDTX Dallas, Tex., to 7/14/54, and for waiver 30-day rule in connection with filing.

Actions of Jan. 12

Granted License

WRC-FM Washington, D. C., National Bcstg. Co.—Granted license covering changes in fm broadcast station ch. 230 (93.9 mc.), 20 kw, U (BLH-936).

KITE-FM San Antonio, Tex., Radio KITE Inc.—Granted license for fm broadcast station: ch. 247 (97.3 mc.), 8.3 kw, U (BLH-935).

Modification of License

WGES Chicago, Ill., Radio Station WGES—Granted Mod. of license to change name by substituting the name of Mary J. Emmer to Mary J. Winkler, et al., d/b as Radio Station WGES (BML-1571).

WBBF Rochester, N. Y., WARC Inc.—Granted Mod. of license to change name to WBBF Inc. (BML-1570).

Granted CP

WRJW Picayune, Miss., Tung Bcstg. Co.—Granted CP to install new transmitter as auxiliary transmitter, at present location of main transmitter, to be operated on 1320 kc, 250 w (BP-9084).

WOMI Owensboro, Ky., Owensboro Bcstg. Co.—Granted CP to install a new transmitter (BP-9126).

Modification of CP

WLFA Lafayette, Ga., Radio Dixie—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6389).

KTXJ Jasper, Tex., Jasper Bcstg. Co.—Granted Mod. of CP to change type transmitter (BMP-6395).

WAHR Miami Beach, Fla., Alan Henry Rosenson—Granted Mod. of CP to change type transmitter; conditions (BMP-6404).

The following were granted Mod. of CP's for extension of completion dates as shown:

WBUF-TV Buffalo, N. Y., to 7/1/54; WBAL-TV (Main), Baltimore, Md., to 6/22/54; WCHA-TV Chambersburg, Pa., to 7/25/54; KCEN-TV Temple, Tex., to 7/19/54; WVEC Hampton, Va., to 4/6/54.

Actions of Jan. 11

Granted License

WBTM-FM Danville, Va., Piedmont Bcstg. Corp.—Granted license covering changes in fm station; ch. 250 (97.9 mc), 3.9 kw, U (BLH-937).

WWSW-FM Pittsburgh, Pa., WWSW Inc.—Granted license covering changes in fm station; ch. 223 (94.5 mc), 20 kw, U (BLH-940).

WNRI Woonsocket, R. I., Friendly Bcstg. Co.—Granted Mod. of CP to change transmitter and studio location (BMP-6387).

Modification of CP

WXYZ-TV Detroit, Mich., WXYZ Inc.—Granted Mod. of CP to change type antenna (BMPCT-1668). (Completion date 7/11/54).

The following were granted Mod. of CP's for extension of completion dates as shown:

WTTV Bloomington, Ind., to 7/1/54; WOSU-TV Columbus, Ohio, to 6/23/54; WTVQ Pittsburgh, Pa., to 7/6/54.

January 19 Applications

ACCEPTED FOR FILING

Remote Control

KSLV Monte Vista, Colo., San Luis Valley Bcstg. Co. (BRC-284).

KCRV Caruthersville, Mo., Pemiscot Bcstrs. (J. E. Taylor et al) (BRC-283). (Resubmitted.)

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KBTN Neosho, Mo., John V. Turner and Lawrence P. Neumeier d/b as Ozarks Playground Bcstrs. (BRC-282).

WHCC Waynesville, N. C. Kenneth D. Fry and Margaret F. Fry d/b as Radio Station WHCC (BRC-280).

WBPZ Lock Haven, Pa., Lock Haven Bcstg. Corp. (BRC-281).

WKRM, Columbia, Tenn., The Middle Tennessee Bcstg. Co. (BRC-285).

Modification of License

WBZ-FM Boston, Mass., Westinghouse Radio Stations Inc.—Modification of license to change name to Westinghouse Bcstg. Co. (BMLH-71).

WBZA-FM Springfield, Mass., Westinghouse Radio Stations, Inc.—Modification of license to change name to Westinghouse Bcstg. Co. (BMLH-71).

KWPC-FM Muscatine, Iowa, Charles A. Henderson, George J. Volger & Thelma Marie Volger d/b as Muscatine Bcstg. Co., Inc.—License to cover construction permit (BPH-1319) as modified which authorized new fm station (BLH-944).

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—License to cover construction permit (BPH-1743) as modified which authorized new fm station (BLH-945).

January 20 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Portsmouth Radio Corp., Portsmouth, Va., Beachview Bcstg Corp., Norfolk, Va.—Granted petition of Portsmouth for extension of time to and including Jan. 28 within which to file reply to motion by Beachview to dismiss or enlarge issues, re ch. 10 proceeding (Docket 10801 and 10800).

Arkansas Television Co. Arkansas Telecasters Inc., Little Rock, Ark.—Granted petition of Ark. Tv Co., for extension of time to and including Jan. 21, within which to file reply to petition of Ark. Telecasters to enlarge the issues re ch. 11 proceeding (Docket 10610-11).

KBIG Avalon, Calif., John Poole Bcstg. Co.—Granted petition for extension of time to Jan. 18 within which to file opposition to supplementary petition filed by Col. Bcstg. System of Calif., in re application for license (Docket 10536; BL-4897).

By Hearing Examiner Charles J. Frederick

Beachview Bcstg. Corp., Norfolk, Va.; Portsmouth Radio Corp., Portsmouth, Va.—Postponed indefinitely the further hearing conference heretofore scheduled for Jan. 19, in re ch. 10 (Docket 10800-01).

Continued hearing in re applications of City of Jacksonville et al. applicants for ch. 12 in Jacksonville, Fla., from Feb. 5 to Feb. 15 (Docket 10833 et al).

By Hearing Examiner H. Gifford Irion

Continued hearing re applications of Gulf Coast Bcstg. Co., and Baptist General Convention of Texas, for tv ch. 6 in Corpus Christi, from Jan. 18 to Jan. 28 (Dockets 10559-60).

By Hearing Examiner Hugh B. Hutchison

Taylor Radio & Tv Corp., Wichita Tele. Corp., Wichita, Kan.—Granted joint petition for extension of time from Jan. 18 to Jan. 25, within which to file the third and final portion of proposed findings in re their applications for ch. 3 (Dockets 10259, 10260-61).

By Hearing Examiner Millard F. French

Radio Diablo Inc., Stockton, Calif.—Granted petition for leave to amend its tv application for ch. 13 so as to incorporate therein an agreement dated Dec. 22, between Radio Diablo Inc. and Joseph E. and Theodore R. Gamble (Docket 8873; BPCT-368).

By Hearing Examiner Fanney N. Litvin

Hartford Telecasting Co., The Travelers Bcstg. Service Corp., Hartford, Conn.—Denied petition of Hartford Telecasting Co. for reconsideration of memorandum opinion and order of Jan. 11; and modified all previous hearing orders in this proceeding (Dockets 8621 and 10699) for ch. 3, so as to change from Jan. 18 to Jan. 21, the date on which all parties, including the Chief of the Broadcast Bureau, will advise each other and the Examiner as to any witnesses whose testimony is required in support of points of reliance concerning matters other than applicants' own television proposals, together with subject matter concerning which each of said witnesses will be expected to testify.

By Hearing Examiner Herbert Sharfman

By memorandum opinion and order, denied petition filed by On The Air Inc., for continuance of consolidated hearing for ch. 7 in Evansville Ind., now scheduled for Jan. 25 (Dockets 10463 et al).

By Hearing Examiner James D. Cunningham

Chief Broadcast Bureau—Granted petition requesting that the final date for filing of briefs in the proceeding in re applications of WSAV Inc., and WJIV-TV Inc., for ch. 3 in Savannah, Ga., be extended from Jan. 14 to Jan. 21 (Dockets 10517-18). (Action taken 1/18.)

Houston Tv Co., Houston, Texas—Granted petition for leave to amend its application (Docket 10754; BPCT-1723), for ch. 13, to incorporate therein the agreement of the four applicants "to merge their interests in a new corporation to be formed and known as Houston Consolidated Tv Co." (Action taken 1/12.)

BROADCAST ACTIONS

By The Commission En Banc

McFarland Letter

WBUD Trenton, N. J., Morrisville Bcstg. Co.—Is being advised that application (BP-8943) to increase day power from 1 to 5 kw on 1260 kc, 1 kw-N, DA-2-U, involves interference considerations which indicate necessity of a hearing.

Black River Radio Inc., Boonville, N. Y.—Is being advised that application (BP-8985) for new am station on 1050 kc, 1 kw, D, involves interference considerations which indicate necessity of a hearing. (Comr. Doerfer absent.)

WMID Atlantic City, N. J., Middle Atlantic Bcstg. Co.—Is being advised that application for renewal of license (BR-1724) and for transfer of control (BTC-1639) indicate necessity of a hearing.

Renewal of License

The following stations were granted renewal of licenses on a regular basis:

KFWB Los Angeles; KTRB-FM Modesto, Calif.; KDTH Dubuque, Iowa; KVLH Pauls Valley, Okla.; KAYO Seattle, Wash.; KRNR Roseburg, Ore.; KTOH Lihue, T. H.; KTW Seattle, Wash.; KWBE Beatrice, Nebr.; KWBW Hutchinson, Kan.; KWCJ Natchitoches, La.; KXL Portland, Ore.; KXLE Ellensburg, Wash.; KXLL Missoula, Mont.; KXLY Spokane, Wash.; KYOU Greeley, Colo.; WFTR Front Royal, Va.; WHAW Weston, W. Va.; WHDL Olean, N. Y..; WHKP Hendersonville, N. C.; WHLS Port Huron, Mich.; WJXN Jackson, Miss.; WMIQ Iron Mountain, Mich.; WMVA Martinsville, Va.; WMVG Milledgeville, Ga.; WNAB Bridgeport, Conn.; WNER Live Oak, Fla.; WPAD Paducah, Ky.; WPAM Pottsville, Pa.; WPAR Parkersburg, W. Va.; WSPB Sarasota, Fla.; WTBO Cumberland, Md.; WTNT Tallahassee, Fla.; KISW (FM) Seattle, Wash.; KGPO (FM) Grants Pass, Ore.; KVEN Ventura, Calif.; WGPC Albany, Ga.; WMOH Hamilton, Ohio; WOL Washington, D. C.; WRCO Richland Center, Wis.

WTVT (TV) Chattanooga, Tenn., Tom Potter—Is being advised that application (BMPCT-1661) for additional time to construct tv station on ch. 43 cannot be granted at this time on basis of present showing. Comr. Hennock voted to grant extension.

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UPCOMING

JANUARY

Jan. 25: Utah Broadcasters Assn., Salt Lake City.

Jan. 27-30: Ninth annual radio-tv institute, U. of Georgia, Athens.

Jan. 28-29: NBC-TV Affiliates Executive Committee meets with network officials, New York.

Jan. 28-29: ABC-AM-TV Affiliates meeting, Beverly Hills Hotel, Los Angeles.

Jan. 28-30: South Carolina Assn. of Radio-Tv Broadcasters, Clemson House, Clemson.

Jan. 29: Board of Governors, Canadian Broadcasting Corp., Windsor Hotel, Montreal.

FEBRUARY

Feb. 1 (week of): FCC network "giveaway" case, oral argument before Supreme Court.

Feb. 1-2: ABC-AM-TV Affiliates meeting, Drake Hotel, Chicago.

Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.

Feb. 5-6: Montana Radio Stations Inc., Park Hotel, Great Falls.

Feb. 5-7: Women's Advertising Clubs, eastern conference, New York.

Feb. 5-7: New England Tv Exposition, Worcester, Mass.

Feb. 11: Academy of Television Arts & Sciences, annual awards dinner, Palladium, Hollywood.

Fed. 12-13: Oregon State Broadcasters Assn., U. of Oregon, Eugene.

Feb. 14-20: Advertising Recognition Week.

Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.

Feb. 18-20: Southwestern Assn. of Adv. Agencies, 21st annual convention, Rice Hotel, Houston.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 20: Vitapix Corp., annual meeting of stockholders and board of directors, Washington.

Feb. 21-28: Brotherhood Week.

MARCH

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

January 20 Applications

ACCEPTED FOR FILING

Modification of CP

KPAL Palm Springs, Calif., Florence P. Raley tr/as Desert Radio and Telecasting Co.—Modification of construction permit (BP-7847) as modified which authorized new standard broadcast station for extension of completion date (BMP-6413).

License for CP

KSVC Richfield, Utah, Sevier Valley Bcstg. Co.—License to cover construction permit (BP-8721) which authorized change frequency, change hours of operation from daytime to unlimited and install directional antenna for night use only (BL-5199).

Modification of License

WTSA Brattleboro, Vt., Granite State Bcstg. Corp.—Modification of license to change name to Tri-State Area Bcstg. Corp. (BML-1574). Resubmitted.

WOAY Oak Hill, W. Va., Robert R. Thomas, Jr.—License to cover construction permit (BP-8347) which authorized increase in power except during critical hours defined in proposed agreement with Canada (C.R.) and install a new transmitter (BL-5200).

Renewal of License

KIKI Honolulu, Hawaii, KIKI Ltd. (BR-2614).
WAAB Worcester, Mass., WAAB Inc. (BR-189).
KRIC Beaumont, Tex. The Enterprise Co. (BR-969.)

Applications for Renewal Returned

WSKI Montpelier Vt., Montpelier-Barre Bcstg. Co. (BR-1861).

WBSM New Bedford, Mass., Bay State Bcstg. Co. (BR-2606).

Applications Returned

KMEX Inc., San Fernando, Calif.—Construction permit for new standard station on 540 kc with power of 1 kw and unlimited hours of operation employing directional antenna.

Hale Schaleben and Van N. Culpepper, Raymondville, Tex.—Construction permit for new standard station on 1240 kc with power of 250 w and unlimited hours of operation.

Modification of CP

WSJV (TV) Elkhart, Ind., Truth Publishing Co.—Mod. of CP (BPCT-1695) as mod., which authorized new tv station for extension of completion date to 2/3/55 (BMPCT-1744).

(Continued on page 107)

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Consulting Radio Engineer
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TRALA RECORDS
Offering discs concerning Studebaker Cars, punches Terrific sales for Local Dealer! One station in Each city being approached. Inquiries are really not necessary.
BOX 11 HOLLYWOOD

QUALIFIED ENGINEERING is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there.
IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING ● TELECASTING
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LOWEL R. WRIGHT
Aeronautical Consultant
(Formerly Department of Commerce—C.A.A. Member Washington Airspace Subcommittee)
Offers a specialized consulting service to the Radio and Television Industry on aeronautical problems created by tower construction.
R. F. D. No. 2, BOX 29, HERNDON, Va.
(Suburban Washington, D. C.) Tel: 114-M

*Member AFCCE **

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Announcers, salesmen, 1st, engineers or any combination immediately. Midwest. Box 919A, B•T.

Back home again in Indiana. There are openings in all phases of radio in Indiana, also television positions available. If interested contact W. F. Rippetoe, Vice President, Indiana Broadcasters Association, Radio Station WBOW, Terre Haute, Indiana.

Managerial

Commercial station manager. Excellent New England network. Single station market. Salary plus over-ride. Send complete resume. Box 957A, B•T.

Commercial manager for new West Viriginia am station around April. Box 157C, B•T.

Man to head new media department. Client—side position with excellent long range future. Must have thorough knowledge newspaper, radio, television and outdoor fields. Magazine not needed. Must have analytical ability and experience in media research. Location New York City. Approximately $7,000. to start. Box 175C, B•T.

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Salesman have opening for aggressive experienced radio salesman network station in important market. Box 718A, B•T.

Salesman—experienced, aggressive. Salary and commission. Radio station near New York. Car essential. Box 63C, B•T.

Sales manager for Illinois daytimer, single station market, future general manager for demonstrated ability. Experienced, promotion conscious, personable fellow desiring permanency, excellent return for results. Immediate—full details. Box 72C, B•T.

Radio time salesman for aggressive network station in major central California city. Age 25-35 years. Advertising sales experience required. Guaranteed salary $400. month against commissions. Excellent opportunities. Box 167C, B•T.

Wanted—"Special" promotion deal by regional sales campaign organization for midwest station. Box 183C, B•T.

Immediate opening. Salesman with first class ticket. Emphasis on sales. $100. against 15% commission. Contact Manager, Radio Station, KCHJ, P. O. Box 262, Delano, Calif.

Salesman: Single station market with good potential for aggressive man. Give details in first letter; J. L. Brownell, Manager, WENT, Gloversville, N. Y.

ORRadio Industries, world's largest exclusive manufacturer of Magnetic Tape, has openings for two sales trainees for rapidly expanding tape markets in radio, television, hi-fi, schools, etc., substantial traveling. Prefer young man with productive sales record in competitive market with small or medium station background. Apply letter or tape: Nat Welch, Sales Manager, ORRadio Industries, Opelika, Alabama.

Announcers

Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.

CBS station in large metropolitan area of N. E. Pennsylvania seeks experienced versatile announcer for radio-tv. No drifters. Send detailed resume, references and picture. Box 48C, B•T.

Minnesota station wants first class engineer-announcer able to sell time. Good salary plus commission. Box 84C, B•T.

Help Wanted—(Cont'd)

Midwest NBC affiliate station with tv under construction looking for good announcers. Picture, background, tape to Box 125C, B•T.

Experienced announcer DJ, sincere pitch, handle board, good pay. Progressive community near Chicago. Personal interview necessary. State age, experience. Box 154C, B•T.

Morning DJ for new West Virginia am station around April. Box 158C, B•T.

Humorist—DJ—Glib ad-lib. Actor, show-biz background. Do character voices including "Good-time-Charlie", "Hipster". Single. Midwest. Box 184C, B•T.

Top morning DJ from major market. Send tape, rating, photo, minimum guarantee. KGU, Honolulu.

Announcer—above average, good pay. No phone calls—full details first letter. WBHF, Cartersville, Ga.

Due to expansion need three experienced announcers. One morning man who knows how to to work phone quiz shows; one hillybilly disc jockey; one good all-round announcer. If no experience don't waste my time and yours. Send all information, refernces and tape WHNC, Henderson, North Carolina.

Immediate opening, announcer-DJ, music station, large market, established show. Tape and experience to WKGN, Knoxville, Tenn.

5 kw fulltime station in western Michigan, has opening for 2 good combination men. All applications considered. Call or write, John Hunter, WKNK, Muskegon. Telephone 32-126.

Midsouth progressive station needs announcer interested in all phases of radio. Contact Manager, WNLA, Indianola, Mississippi.

Kilowatt mutual affiliate seeking experienced staff man with sports background. Some play-by-play, news. Music background essential. Send tape, photo, requirements first letter to Fred Krell, WSGW, Saginaw, Mich.

Illinois—good pay for good announcer. Rush tape and data to WSMI, Litchfield.

Combination engineer-announcer wanted for new station going on the air in McCamey, Texas. Must have outstanding announcing ability. Four hundred dollars per month for right man. Send late picture, tape, complete information to Gene Hendryx, Alpine, Texas.

Technical

Assistant chief engineer. Must have at least ten years radio service work and five years fm broadcast experience. Send full particulars first letter. Write Box 34C, B•T.

Chief engineer for major eastern market independant radio station. Excellent opportunity for qualified man with electronical engineering degree and equipment experience. Send resume of background and experience to Box 37C, B•T.

Cadet engineer EE, 1st phone, recent graduate, with communications or equivalent background. Midwest. Box 65C, B•T.

Engineer, 1st class operator for am transmitter, recording, nemos, maintenance. East coast. Full information to Chief Engineer, Box 122C, B•T.

Immediate opening for 1st class engineer in 250 watt am operation. Some experience preferred. Opportunity to work into new uhf television station. New York state. Box 124C, B•T.

Station chief engineer and assistant engineer wanted for uhf station in eastern coast state. Unparalelled opportunity. Salary open. Write stating experience, references. Box 139C, B•T.

Combination man, first phone with car. 5 kw regional $75.00 weekly. Forty hours. Call collect 31336, KJAY, Topeka, Kansas.

Engineer-announcer. 1st class ticket. Maintenance and some announcing. Send full information to: J. L. Brownell, Manager, WENT, Gloversville, N. Y.

Help Wanted—(Cont'd)

Highly regarded midwest am and uhf tv operations need additional engineer because of expanding programming. Must have one to two years' experience and first class ticket. Hospitalization, free life insurance and pension benefits. Write Personnel Director, WSBT-TV, South Bend, Ind.

Production-Programming, Others

Top midwest am and tv station wants two top-notch continuity writers—one for tv and one for am with chance to work into tv station in great expansion program with excellent staff and working conditions. Paid vacations, hospitalization free. Excellent opportunity for stable experienced, willing individuals. Send complete info and sample copy in first letter, plus salary requirements. Box 15C, B•T.

Am-tv station needs writer, versatile idea man familiar with production to write solid selling copy for growing midwest station. Opportunity to work into tv. Well paying position with regular salary increases. Three weeks paid vacation. Send samples, data, references to Box 99C, B•T.

Traffic director with bookkeeping experience. Voice for air work, but not necessary. Send full information to: J. L. Brownell, Manager, WENT, Gloversville, N. Y.

Commercial copywriter, or writer-announcer, write or call John Wilson, WFLO, Farmville, Virginia.

Television

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B•T.

Excellent opportunity for aggressive television salesman in midwest market of half million. Sales manager potential wire or write Box 36C, B•T.

Sales manager for vhf tv station and 5 kw network affiliated am station in midwest. Must have top sales record and can manage and direct salesmen. Guarantee and percentages Give full details. Box 156C, B•T.

Salesman for NBC (La.) regional, vhf tv CP, must have proven ability local and regional sales, some national contacts. Replies confidential. Detailed resume. Box 191C, B•T.

Announcers (2) staff work, heavy news, for well established NBC affiliate, tv CP, must have commercial radio background. Send tape, recent photo, complete resume, references. Replies confidential. Box 190C, B•T.

Engineer for operation and maintenance of television station. Permanent position. Include experience and required first letter. Chief Engineer, WJBF-TV. Augusta, Georgia.

Technical

RCA tv studio camera control operator. Must have at least two years commercial experience. Send full particulars first letter. Write Box 35C, B•T.

Microwave-vhf maintenance, 1st phone preferred, two years communications or equivalent experience required. Midwest, must be available 24 hours daily and willing to be away from home part of every week. Box 64C, B•T.

Situations Wanted

Managerial

Manager with twenty years in radio seeks management of established outlet, or will get new station on the air with both administrative and technical know-how. Box 85C, B•T.

Station changing hands. Manager with 13 years experience wants job in south or southwest. Family man. Excellent sales and management records. Not afraid of work. Not afraid of television. Not cheap but worth the price. Prefer small or medium market. Box 119C, B•T.

Attention small markets: Management with emphases on sales and economy. 10 years radio. Desire permanency. Currently managing. Box 133C, B•T.

Manager, thoroughly experienced sales, programming, economical operation. Fifteen years experienc all phases. Conscientious hard worker. Prefer southeast. Box 145C, B•T.

Available in six weeks. Manager experienced in all phases: sales, finance, programming, staff work including problem stations. Small or medium operation preferred. Not afraid of competition. Sincerity and frankness important. Box 168C, B•T.

Manager. Bottom to top background all phases of radio. Extensive experience. Strong on sales. Don't want desk job. Can move now. Make offer. Had station in south and north. Box 44C, B•T.

Situations Wanted—(Cont'd)

Young energetic, efficient, sales-minded, general manager, proof positive in all phases. Intelligent experienced radio wife. Can profitably operate small-medium market station. Worth investigating. Box 170C, B•T.

Manager-salesmanager: 20 years radio and tv background. Presently employed as sales manager for a tv station. Can manage your station successfully and economical. Sober reliable family man seeking relocation. Strong on sales. Box 171C, B•T.

Salesmen

Radio and tv salesman, with managing experience. Versatile. Enjoys challenge. Prefer Colorado or New Mexico area. Box 185C, B•T.

Announcers

Announcer, some experience; broadcasting school graduate, can write copy; available immediately. Box 2C, B•T.

News. Mature, experienced newsman desires to relocate with established radio and/or tv station. Not a legman but experienced news editor, writing and delivering several newscasts daily. Can evaluate and analyze local, national and world news. Pleasant, distinctive voice. Good public speaker, active in civic affairs. Can send tape and photo immediately. Box 38C, B•T.

Announcer; news, sports specialist, 13 years background. Desires position northeast. Box 43C, B•T.

Announcer-singer. Six years experience, good commercial voice. Tape on request. Box 115C, B•T.

Want a town and country DJ? Country singer. Also work staff. Ohio, anywhere. Tapes, resume request. Box 121C, B•T.

Announcer, experienced. Good personality, DJ, news. Convincing commercial delivery. Dependable. Box 128C, B•T.

Announcer, beginner with promise, light experience, draft exempt, college graduate, willing to start at bottom, conscientious, ambitious, versatile, specialty news, sports. Box 129C, B•T.

Recent graduate of midwestern broadcasting school desires position in radio. Excellent in DJ, news, and interview programming. Full particulars furnished upon request. Box 135C, B•T.

Announcer 8 years, all phases. Combo, 1st phone. Have ideas, ability, ambition to advance. Desire opportunity. Know music. Afternoon-nites only. No south. Box 136C, B•T.

Looking for permanent position in right station. College degree, three years experience, married, twenty-six years old. Sports, news, specialty. Box 137C, B•T.

Sports—staff announcer. Experienced 5 kw major eastern metropolitan market. Three years play-by-play. Married, veteran, 28, college graduate. Desires good opportunity with reliable organization. Radio or tv. Details, tape, photo on request. Box 140C, B•T.

Top hillbilly DJ. Longtime in radio. Will service accounts. Want to locate in east. Box 141C, B•T.

Announcer-Salesman experienced Commercial voice. News and music. Third ticket. Prefer Southeast. Box 146C, B•T.

Newscaster. Authoritative delivery, good commercials. Competent writer. College graduate. Some board experience, plenty ambition. 29. Box 152C, B•T.

Announcer: solid staff experience, strong on news and sports, also play-by-play. College graduate. Control board. Box 160C, B•T.

Buttons is red—Barron is blue—I've seven years experience—Waiting for you. Box 163C, B•T.

Announcer-engineer, 1st class license. 5 years experience, want to locate with Florida coast station. Will apply for personal interview and audition. Write Box 165C, B•T.

Experienced sports announcer, especially interested baseball. Qualified staff man and sales. College. Desire job with future. Box 172C, B•T.

Versatile announcer. News, commercials, music, sports. Can write copy. Good personality. Reliable. Fully trained all phases broadcasting, travel. Tape. Box 177C, B•T.

Young reliable, experienced indie station, excellent references. tape, will travel. Box 178C, B•T.

Announcer, general staff, limited experience, desires permanent connection, smooth news, commercials and platters. 24, mature, dependable, single, veteran. Travel. Tape, resume. Box 179C, B•T.

Situations Wanted—(Cont'd)

Versatile announcer with good resonant voice. Has following to offer: good DJ, fine news delivery, strong commercial appeal. Limited experience, excellent potential best references, married, tape and resume on request. Box 182C, B•T.

Announcer DJ versatile 3 years experience. Really knows music. Excellent news and commercial delivery. Top Conlan rating in competitive market. Best reference. College, married. Seek permanent position with progressive organization. Tape and resume. Box 181C, B•T.

Experience announcer, coypwriter, DJ, (pop-hillbilly) Advertising agency, N. Y. AB (music), Cincinnati Conservatory (Composition) — Harry Baldwin, 96 Inwood Road, Bridgeport, Conn. 5-4688.

Negro DJ, some experience, ticket, tape, references, travel. Bob Evans, 107 Princeton, Hempstead, New York.

Announcer—news, commercials, DJ, board. Limted experience. Ambitious, travel, veteran, tape, resume. Roy Ford, 1029 Freeman Street, Bronx 59, New York. LU 9-7066.

Married, 31, 3rd class. Want announcing job on west coast. Prefer sports and disc jockey. Will mail qualifications. Frank J. Leary, 9227 N. Woolsey Ct., Portland 3 Ore. Phone TW 9827.

Announcer, DJ, recent Cambridge graduate. Single, ambitious, personality, love music, tape. Joseph Martin, 1140 St. Johns Place, Brooklyn 13, New York.

Announcer permanent staff. Commercial DJ strong news, light experience. Potential station assistant. Single, veteran. Car, tape, resume on request. Keith Roberts, 20-33 31 Street, Astoria, L. I., New York.

Authoritative newsman, hillbilly, pops, DJ, PD; 14 years experience, all phases. Box 904, Kerrville, Texas.

Staff announcers, all board trained with 3rd tickets. Capable for tough schedule. Pathfinders School of Radio, 737 11th Street, N. W., Washington, D. C. Metropolitan 8-5255.

Announcer: commercials, news, DJ, sports, board, resonant, mature voice, veteran, married, third ticket, sales interest. Will travel, tape. Fred Ross, 289 Empire Blvd., Brooklyn, New York, President 3-0549.

Technical

Engineer—first class license, have car. Prefer New England area. Box 118C, B•T.

New York or Miami area. 1½ years experience, 4 years tv service including 3 months at 50 kw independent in New York. Married. 1st ticket. Prefer studio. Resume on request. Box 126C, B•T.

Engineer 2 years experience transmitter, studio, tape, disc recording remotes. Radio tv graduate. Single, 27, available immediately. Box 132C, B•T.

First class radio-telephone engineer. Available February First. Mainly engineering. Some relief announcing if necessary. Prefer Wisconsin or midwest. Box 151C, B•T.

Technician, 1st class license, six years experience transmitter, studio, remotes, recordings. Box 164C, B•T.

Engineer-announcer. First class-reliable, short on announcing. Presently employed, due to budget cutting somebody's gotta go. Can do hillbilly, disc-work. Prefer transmitter in smalltown southeast. $65.00. C. Jim Murphy, Manager, WRLD, West Point, Ga.

Chief engineer, FCC first-class and consulting engineer licenses. Long experience, good references. Fred Reincke, 2950 S. Broadway, Albuquerque, N. M.

Production-Programming, Others

Newswriter, 17 months radio-television, newspaper experience; journalism degree, veteran, 30. Box 59C, B•T.

Experienced copywriter, presently employed, desires position at station staffed with congenial adults. Steady workhorse type who can turn out quality copy in quantity. All answers acknowledged. Box 123C, B•T.

Want radio-tv copy and production opportunity. Ambitious, creative and industrious young man. College graduate. Four years station and advertising agency experience. Future over salary. Box 130C, B•T.

Newsman: wants fulltime operation; now DJ-news combination. Six years radio, BA degree. State salary. Box 138C, B•T.

Program director. Now general manager. Regional station. Want rewarding opportunity in east. In radio 15 years. Familiar with tv. Box 142C, B•T.

Experienced female copy writer. Excellent radio voice. College graduate. Single. Age 25. Box 161C, B•T.

Situations Wanted—(Cont'd)

Girl copywriter with almost 10 years experience at two radio stations wants job with future in am or tv. College graduate, air experience, knows record library, some programming. Box 150C, B•T.

Television

Managerial

TV merger makes relocation advisable for top **reference, economy-minded, nationally respected manager. Will welcome opportunities to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty year successful broadcasting background. Box 331A, B•T.**

General manager. Experienced in getting tv station on air. Varied experience and training. Seeking greater opportunity. Box 134C, B•T.

Production manager. Manage internal operation. Put three stations on air. Box 147C, B•T.

Experienced radio general manager and engineer wants administrative, sales or staff tv work. University graduate. Good voice, strong on news. First phone license. Age 36, family. Prefer Gulf Coast area. Box 166C, B•T.

Salesmen

"Just the facts." Three years experience radio, television sales. Former university art teacher wants to return to radio or television sales. Single, 28, free to relocate any area. Box 153C, B•T.

Announcers

Experienced tv announcer wishes to locate northern states. Knowledge of directing and film. 30 years old, married, children Box 169C, B•T.

Technical

Film director. Can handle complete film room operations, buying, editing, can train others. Am also top projectionist. 6 years in film industry. Now employed, seeks live wire operation. Box 47C, B•T.

Experienced tv and am engineer desires to relocate. Ohio, Michigan, or Indiana. Tv Xmtr, Video control and switcher, camera, plus general maintenance, (RCA equipment), some remote microwave relay work. Box 149C, B•T.

Network television supervisor, tired of commuting, desires chief engineers job in midwest or Rocky Mountain area. Excellent technical and production qualifications. Minimum $12,000. Box 155C, B•T.

Young man, 26, married, veteran, recent SRT graduate. Seeks position tv studio operation opportunity advancement. Resume upon request. Box 174C, B•T.

Engineer—1st phone, 6 years chief—am experienced in construction and maintenance. Desire tv position. Box 186C, B•T.

Production-Programming, Others

Program manager thoroughly experienced in station and network operation. Have handled film spots and commercials, tv sports and drama. Televise well for commercials, MC, sports, weather and news. Married, family. Box 127C, B•T.

Not looking for Utopia, just good operation with opening for tv craftsman. Four years experience production. Recommendations. Box 148C, B•T.

Writer director four years television; program and commercial experience. Three New York stations; interested in television station with local programming plans. Box 176C, B•T.

For Sale

Stations

Merger of television license makes available an excellent 250 watt network station in north central United States. Now in its 2nd year of operation. $45,000,000. retail sales. Now on its way to showing excellent profits. $45,000.-$25,000. in cash handles. Write Box 131C, B•T.

Eastern independent. Large market. Bills $140,000. Good net. Priced to sell. Box 143C, B•T.

Equipment, etc.

General Electric 3 kw fm transmitter, 4-bay GE fm antenna, 1⅝ inch transmission line, Isocoupler. All good condition. Will sell all or separately. Bargain. Contact Box 54C, B•T.

250 watt Collins fm transmitter with GE monitor. Low rate. Perfect condition. Give offer. Box 120C, B•T.

(Continued on next page)

For Sale—(Cont'd.)

For Sale. Fm equipment for tv conversion. 1 kw power amplifier, GE type, #BF-1-A, used (less finial tubes), 3 kw power amplifier GE type #BF-2-A, used (less tubes). GE 250 watt excitor. New, orginal packing GE 3 kw amplifier, type BF-2-A. GE 10 kw amplifiers, type BF-3-A. James W. Wallace, KPQ, Wenatchee, Wash.

Tv studio lighting units half price. 6—TVC-8-600 Allen & Olson overhead flourescent slimline lighting units with ballast—$165. each. 2—TVS-8-600 Allen & Olson portable floor fluorescent slimline lighting units with ballast and tripods—$175. each. 4—VFF-400-A Otto K. Olesen portable floor fluorescent slimline lighting units with ballast and tripods—$175. each. Above units in good condition. Additional information on request. Sold FOB New Orleans. WDSU-TV, 520 Royal Street, New Orleans, La.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

175' self supporting Truscon tower with lighting, $1,500.00, you dismantle. Also, RCA, BTF-1C, kilowatt FM transmitter, $4,000.00; Four section pylon antenna, $2,800.00: frequency monitor, $450.00. All prices FOB, WPAM, Pottsville, Penna.

Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Cream of Wit classifies 6,000 laughs alphabetically. Publisher, Sebring, Florida, or bookstores, $3.50.

UTC 3AX Universal equalizer like new. First $150. takes it. Box 729, Glendale, Calif.

Wanted to Buy

Equipment, etc.

Used camera chains, preferably DuMont. Needed immediately. Write Box 116C, B•T.

Used console, frequency monitor, modulation monitor, tape recorder, and one RCA turntable. Box 159C, B•T.

Am transmitter 250, 1,000 or 5,000. Send complete information. William Blizzard, WMJM, Cordele, Georgia.

Two complete operating tv camera chains. RCA DuMont-panners, pedestals, monitors, switchers, generators, Avery & Elkins, 1733 Broadway, New York 19, N. Y.

New or used Elko Tape splicer in working condition. Write Glen Hixson, WJAG, Norfolk, Nebraska.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.

NEGRO DJ'S EARN MORE MONEY

HOW WOULD YOU LIKE TO JOIN A SUCCESSFUL ORGANIZATION WITH A LONG RECORD OF HIGH PAY AND FAIR TREATMENT TO ITS NATIONALLY FAMOUS NEGRO DISC JOCKEYS. WE ARE EXPANDING OUR ORGANIZATION AND REQUIRE THE FOLLOWING:

1. Negro frantic type, blues and jive.
2. Negro spiritual and gospel smooth type.
3. Negro blues singer, guitar player, showman.
4. Negro woman for spiritual gospel and homemaker show. Good personality.

IF YOU ARE THE RIGHT PERSON YOU WILL BE HEAVILY PROMOTED ON A NATIONAL LEVEL. GOOD BASE PAY, TALENT, COMMISSIONS, AND YEARLY BONUS. WRITE FULL DETAILS, EDUCATION, EXPERIENCE, AND SEND DISC AND PHOTO.

APPLY BOX 107C, B•T

Help Wanted—(Cont'd)

TOP HILLBILLY DISC JOCKEY

Only top rated men need apply. This is a position in a tough competitive market requiring a versatile man who knows western and hillbilly music. Must have originality, humor and that certain touch which appeals to the common folk. Must be able to hit a commercial hard and sell it. Showmanship is important and above all you must be able to build and maintain a high Hooper rating. You can earn big money if you have what we want. You will be paid a base salary, talent, commissions and a bonus. You'll have an opportunity to hit the nearby towns for personal appearances. If you are wide awake and have a keen fresh approach and want to work on a 5 kw fulltime independent in a top Texas market of over 600,000 this is your big chance. You'll be supported with promotion and advertising. If you can play a guitar and sing, your opportunity is even greater. Write full and complete details including photo but no disc. If we are interested you'll hear from us.

Box 105C, B•T

Salesmen

LIVE WIRE TIME SALESMAN

If you are a young live wire time salesman how would you like to join up with a progressive organization now operating 4 successful am stations? We are interested in an aggressive man who is a real competitor and wants to get ahead by hard work. You will be working in the largest market in the south under the supervision of a skilled radio sales manager. We will guarantee you $350. monthly, expenses, a percentage of your sales, and a yearly bonus. If you do a good job you will have an opportunity to move up in our rapidly expanding organization. Unless you are a real salesman and can produce results, don't apply. Send complete details, including past sales figures, references and photo.

Box 106C, B•T

Production-Programming, Others

PROGRAM DIRECTOR who can handle early morning show. Must be able to handle hillbilly band and farm shows. N. C. Indie. $90. week. Give all particulars first letter. ALSO announcer who can adlib and read news. Box 194C, B•T.

Television

Salesmen

TV SALESMAN WANTED IMMEDIATELY

Topnotch opportunity for topnotch man in Michigan's 3rd market, Channel 5, affiliated with NBC and DuMont. Give full particulars and picture. WNEM-TV, 2000 Whittier, Saginaw, Michigan. Phone 2-7611. All applications will be kept confidential.

Announcers

TV PAYOFF FOR AN OUTSTANDING PERSONALITY

If you are a strong air personality who sincerely believes he can set a large midwest city on fire . . . this is your TV opportunity. Must have proven record for sales, audience building and promotion. Only pros apply please. Send tape and pic to: Box 144C B•T.

Help Wanted—(Cont'd)

WANTED TV ANNOUNCER

Mature, experienced

The man we want is ready to settle down. Furnish tape, photo, kine or film if available. Good salary, but send your salary requirements.

Live and work in Beautiful Colorado Springs

Write today to Pgm. Dir.

KKTV, Colorado Springs, Colo.

TV Newsman-Announcer

Topnotch opportunity for topnotch man in Michigan's 3rd market, Channel 5, affiliated with NBC and DuMont. Good straight, authoritative newsman and announcer will get top pay for delivering top job. Give full particulars and picture. All applications kept confidential. WNEM-TV, 2000 Whittier, Saginaw, Michigan. Phone 2-7611.

Technical

TV CHIEF ENGINEER AND ASSISTANT ENGINEER

Wanted for uhf station in eastern state. Wonderful opportunity. Salary open. Write stating experience.

BOX 173C, B•T

College graduate. Radio engineer with knowledge and experience in tv for uhf lisensee. Excellent opportunity for thoroughly trained and competent young man. Give step-by-step story of record, references and starting salary expected. This position is open at once. Station is being constructed immediately. Box 103C, B.T.

Situations Wanted

Managerial

RADIO-TV SALES-MANAGEMENT

Top advertising executive with 15 years background available for challenging opportunity. Box 117C, B•T.

Salesmen

SALES MANAGER

Now investigating change to more suitable family location. Just completed station's best year under pleasant circumstances. Earnings $9,350. Young, honest, never lost job in 11 years experience, all phases. Desire permanent location with solid vhf or radio sales or administration. Your interest will bring immediate reply. Box 162C, B.T.

Production-Programming, Others

NEED A THROUGHLY EXPERIENCED PROMOTION-PUBLICITY GAL?

I might be the answer. My 10 years experience includes UP, a CBS 50 kw AM station, plus Washington Congressional committees, both AM & TV. Salary important but secondary to good opportunity. Locate anywhere. Available immediately.

P. S.: I'm single, late twenties, no Marilyn Monroe but I know my publicity and promotion. Best of references.

BOX 193C, B•T

Situations Wanted—(Cont'd)

Television

Production, Programming, Others

Family man 27, wants to re-locate with expanding VHF Operation in position of Operations or Production Director. Currently employed as Film Director VHF in charge of Projection, Photography, Film Buying, Newsfilm and 16 mm Production. CBS Newsfilm correspondent. BA degree in Radio from leading University. Inquiry brings photo, resume, and personal interview. Box 192C, B.T.

For Sale

Equipment, etc.

FOR SALE

1 RCA TTU-1B 1 kw uhf Transmitter including:
2 sets of crystals,
1 set of operating tubes, filterplexer, and
1 TTC-1B Control Console.
1 RCA TFU-24BMS Antenna, 10 kw, gain 24.
1 RF load & wattmeter.
Equipment now tuned for Channel 36.
Complete package can be tuned from Channels 31-50.
Available around January 1, 1954.
We can save you money on this equipment which has been in operation since October 25, and which is up for sale because we are installing a twelve kilowatt transmitter.
Call or write KSTM-TV, St. Louis for details.

TO ALL RADIO STATIONS

Why be hurt by TV or any other media? Use the copyrighted AUCTION AUDIENCE RATING PROGRAM and its related services which have been used continuously for 4½ years at WKBS-Long Island.

PROMOTE . . . DEMONSTRATE AND KNOW YOUR AUDIENCE RATING AT ALL TIMES, and make money doing it.

USE AARP DAILY OR WEEKLY. USE AARP SERVICE NO. 4 FOR BIG ITEMS.

USE THE "MONEY AUCTION" regularly (auction money for purpose). USE "LISTEN AND BID" (Before the music ends).

ALL FOR $25.00 monthly, and includes certification of rating, printed forms and merchandise certificates. Demonstrate continuously the power of radio.

For details, write, wire or call

The Hollingsworth Co.
514 Hempstead Avenue
West Hempstead, N. Y.
Tel Hempstead 2-0898

For Sale—(Cont'd)

Stations

Closed station January 16, 1954
FOR SALE—ENTIRE 1 KW BROADCASTING FACILITY.
Equipment about five years old. Call or wire Mike Turk, East Liverpool, Ohio. Main 35.

Wanted to Buy

Equipment, etc.

WANTED

Hundred fifty foot
approximately
Self supporting tower
Quote price immediately

■

WBRW, Welch, W. Va.

ATTENTION ! !
WE WANT ANY USED RECORDERS !
Will Offer Substantial Trade-Ins On Purchase Of Any Professional Tape-Recorders

Write Us Your Price

Commercial Electronic Service
2609 Olive St. Louis 3, Mo.
one of the largest factory and sales service organizations in the midwest

48 Hours Service

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

(Continued from page 102)

WJIM-TV Lansing, Mich., WJIM Inc.—Mod. of CP (BPCT-883) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 7/18/54 (BMPCT-1740).

WJTV (TV) Jackson Miss., Mississippi Publishers Corp.—Mod. of CP (BPCT-719) as mod., which authorized new tv station for extension of completion date to 2/12/55 (BMPCT-1746).

WTOK-TV Meridian, Miss., Southern Tv Corp.—Mod. of CP (BPCT-1183) which authorized new tv station for extension of completion date to 8/3/54 (BMPCT-1743).

WLWC (TV) Columbus, Ohio, Crosley Bcstg. Corp.—Mod. of CP (BPCT-918) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 8/12/54 (BMPCT-1745).

KIMA-TV Yakima, Wash., Cascade Bcstg. Co.—Mod. of CP (BPCT-1228) as mod., which authorized new tv station for extension of completion date to 3/1/54 (BMPCT-1742).

[More For The Record on page 109]

No, No, Perkins!
It's all in the
'54 BROADCASTING Yearbook
now in the mail

. . . you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1954 BROADCASTING Yearbook Marketbook.*

Single copies are $5.00. Or you may subscribe to BROADCASTING • TELECASTING for a full year and get 52 weekly issues, the 1954 BROADCASTING and the 1953-54 TELECASTING Yearbooks for only $11.00. You save $6.00. Don't delay—order today.

*** Publication dates: BROADCASTING Yearbook, January; TELECASTING Yearbook, August.**

BROADCASTING • TELECASTING
1735 DeSales St., N.W.
Washington 6, D. C.

Please reserve both Yearbooks for me, and enter my subscription to BROADCASTING • TELECASTING.

☐ Bill me ☐ $11.00 enclosed

Name

Firm

Street

City Zone

State

Gives you a profitable bonus audience you can't get on any other Atlanta TV outlet because WSB-TV is

One of America's truly great AREA stations

Advertisers riding WSB-TV's 100,000 watt signal boomed out from a 1062 ft. tower over low channel 2 reach far more than the immediate Atlanta area alone. It gives you a substantial audience in Georgia's important secondary markets—and a tremendous number of listeners elsewhere. This total WSB-TV audience cannot be equalled by any other Georgia station. Get more for your client's television dollar. Get on WSB-TV. Ask Petry for availabilities.

wsb-tv
ATLANTA, GEORGIA

Channel 2 with 100,000 watts from 1062 ft. tower. NBC television affiliate since 1948.

AFFILIATED WITH THE ATLANTA JOURNAL AND CONSTITUTION

TELESTATUS®

Jan. 25, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
►WBRC-TV (6) NBC; Raymer; 184,300
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown
Decatur†—
WMSL-TV (23) 12/26/52-5/1/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
►WKAB-TV (48) CBS, DuM; Forjoe; 44,850
Montgomery†—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Taylor; 20,100
Montgomery Bcstg. Co. (12), Initial Decision 10/7/53

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 78,000
Phoenix—
►KOOL-TV (10) Hollingbery; 78,000
►KOY-TV (19) Blair; 78,000
►KPHO-TV (5) ABC, CBS, DuM; Katz; 78,000
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 18,100
►KVOA-TV (4) NBC; Raymer; 18,100
Yuma†—
►KIVA (11) DuM; Forjoe; 17,900

ARKANSAS

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54—Unknown
Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
►KRTV (17) CBS, DuM; 51,000
Pine Bluff†—
►KATV (7) Avery-Knodel; 56,102

CALIFORNIA

Bakersfield—
►KERO-TV (10) CBS, NBC; Avery-Knodel; 98,831
►KAFY-TV (29) ABC, DuM; Forjoe; 49,600
Berkeley (San Francisco)—
*KQED (*9), 7/24/53-January '54*
Chico—
►KHSL-TV (12) CBS, NBC; Grant; 27,840
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair
Fresno—
KBID-TV (53) Meeker; 8/12/53-February '54
►KJEO-TV (47) ABC; Hollingbery; 81,850
►KMJ-TV (24) CBS, NBC; Raymer; 79,147
Los Angeles—
KBIC-TV (22), 12/10/52-Spring '54
►KECA-TV (7) ABC; Petry; 1,734,582
►KHJ-TV (9) H-R; 1,734,582
►KCOP (13) Katz; 1,734,582
►KNBH (4) NBC; NBC Spot Sls.; 1,734,582
►KNXT (2) CBS; CBS Spot Sls.; 1,734,582
►KTLA (5) ABC; Raymer; 1,734,582
►KTTV (11) DuM; Blair; 1,734,582
►KTHE (*28)
Merced†—
KMER (34), 9/16/53-Unknown
Monterey†—
►KMBY-TV (8) CBS; Hollingbery; 190,212
Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
►KCCC-TV (40) 48,600
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) CBS, NBC; Hollingbery; 190,212
San Bernardino†—
KITO-TV (18), 11/6/52-Unknown
Orange Belt Telecasters (30), Initial Decision 9/18/53
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
►KFSD-TV (10) NBC; Katz; 206,382
Elliot Cushman (21), 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-February '54 (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 812,150
►KPIX (5) CBS, DuM; Katz; 812,150
►KRON-TV (4) NBC; Free & Peters; 812,150
KSAN-TV (32) McGillvra; 4/29/53-3/1/54
San Jose†—
KVIE (48), 6/17/53-October '54
Standard Radio & Tv Co. (11), Initial Decision 11/18/53
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 62,362
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827
Stockton†—
►KTVU (36) Hollingbery
Tulare (Fresno)—
►KCOK-TV (27) DuM; Forjoe; 95,000
Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 37,604
►KRDO-TV (13) NBC; McGillvra; 31,000
Denver—
►KBTV (9) ABC, CBS; Free & Peters; 180,825
►KFEL-TV (2) NBC; Blair; 180,825
►KLZ-TV (7) CBS; Katz; 180,825
►KOA-TV (4) NBC; Petry; 180,825
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 38,000
►KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 50,117
WSJL (49), 8/14/52-Unknown
Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown
New Britain—
►WKNB-TV (30) CBS, DuM; Bolling; 137,063
New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 635,190
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCTN (*63), 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Rambeau; 94,500

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 184,762
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 581,373
►WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
►WTTG (5) DuM; Blair; 559,000

FLORIDA

Clearwater†—
Pioneer Gulf Tv Bcstrs. (32), 12/2/53-March '54
Fort Lauderdale—
►WFTL-TV (23) NBC; Weed; 86,000
►WITV (17) DuM; Taylor
Fort Myers†—
WINK (11) Weed; 3/11/53-2/1/54
Jacksonville—
►WJHP-TV (36) Perry
►WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 194,340
WOBS-TV (30) Stars National; 8/12/53-April '54
Miami—
WMIE-TV (27), 12/2/53-Unknown
*WTHS-TV (*2), 11/12/53-Unknown*
►WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 235,000
Miami-Biscayne Tv Corp. (33), 12/9/53-Unknown
Orlando†—
WDBO-TV (6) CBS; Blair; 10/14/53-April '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
316,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-Early '54

West Palm Beach—
► WIRK-TV (21) Weed; 21,405
WJNO-TV (5), 11/4/53-6/1/54

GEORGIA

Albany†—
Herald Pub. Co. (10) Burn-Smith; 1/13/54-6/1/54

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 330,000
► WLWA (11) ABC, DuM; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 330,000
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC; Hollingbery; 40,800
WRDW-TV (12) CBS; Headley-Reed; 9/16/53-2/1/54

Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 16,500
► WRBL-TV (4)

Macon—
► WETV (47) ABC, NBC; Branham; 24,544
► WMAZ-TV (13) CBS, DuM; Katz; 60,000

Rome†—
► WROM-TV (9) Weed; 75,500

Savannah†—
WTOC-TV (11) CBS; Katz; 6/26/53-2/1/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-February '54

IDAHO

Boise†—
► KIDO-TV (7) CBS, NBC, DuM; Blair; 17,800
KTVI (9) ABC; Hollingbery; 1/15/53-October '54

Idaho Falls—
► KID-TV (3) CBS, NBC; Petry; 7,500
KIFT (8) ABC; Hollingbery; 2/26/53-April '54

Meridian (Boise)†—
► KBOI (2) 22,675

Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 165,000

Bloomington†—
► WBLN (15) McGillvra

Champaign—
► WCIA (3) Hollingbery; 240,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,800,000
► WBKB (7) ABC; Blair; 1,800,000
► WGN-TV (9) DuM; Hollingbery; 1,800,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,800,000
*Chicago Educational Tv Assn. (*11), 11/5/53-Unknown*

Danville—
► WDAN-TV (24) Everett-McKinney

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 127,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22)

Joliet†—
WJOL-TV (48), 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 115,538
► WTVH-TV (19) Petry; 106,405

Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 90,200

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 56,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361

Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 303,040

Elkhart†—
WSJV (52) H-R; 6/3/53-3/1/54

Evansville†—
► WFIE (62) Taylor; 30,000

Fort Wayne—
► WJKG-TV (33) NBC; Raymer; 40,531
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 423,000
WJRE (26), 3/26/53-Unknown
Universal Bcstg. Co. (8), Bolling; Initial Decision 12/7/53-7/1/54

LaFayette†—
► WFAM-TV (59) Rambeau; 40,320

Marion†—
WMRI-TV (29), 3/11/53-Unknown

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Walker; 54,230

Princeton†—
► WRAY-TV (52) Walker; 25,000

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 93,081

Terre Haute†—
WTHI-TV (10), 10/7/53-Unknown

Waterloo†—
WINT (15) 4/6/53-3/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 161,946

Cedar Rapids—
KEYC (20), 7/30/53-Unknown
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 90,967

Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361

Des Moines—
► KGTV (17) Hollingbery; 29,424
WHO-TV (13), 9/2/53-Spring '54

Fort Dodge†—
► KQTV (21) Pearson; 40,000

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 80,000
KCOM Bcstg. Co. (4), Initial Decision 1/7/54

Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed

KANSAS

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 80,382

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) CBS, NBC, DuM; Katz

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) CBS; Capper Sls.; 43,978

Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
► KEDD (16) ABC, NBC; Petry; 55,665

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson†—
► WEHT (50) CBS; Meeker; 31,000

Lexington†—
WLAP-TV (27) Pearson; 12/3/53-4/1/54

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; Free & Peters; 326,776
► WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
► WKLO-TV (21) ABC, DuM; Taylor; 51,557
WLOU-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5), 12/30/53-Unknown
KSPJ (62) 4/2/53-Unknown

Baton Rouge—
KHTV (40), 12/18/52-Unknown
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,300
Louisiana Tv Bcstg. Corp. (2), Initial Decision 12/22/53

Lafayette†—
KVOL-TV (10), 9/16/53-3/15/54
KLFY-TV (10), 9/16/53-3/15/54

Lake Charles†—
KPLC-TV (7) 11/12/53-Unknown
► KTAG (25) ABC, CBS, DuM; Young

Monroe—
► KNOE-TV (8) ABC, CBS, DuM; H-R; 85,500
► KFAZ (43) Headley-Reed; 15,160

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late Winter '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 227,432
► WJMR-TV (61) DuM; Bolling; 56,443
WTLO (20), 2/26/53-Unknown

Shreveport—
► KSLA (12) CBS, NBC; Raymer

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 48,000

Lewiston—
► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 15,200

Poland†—
WMTW (8), 7/8/53-4/1/54

Portland—
► WCSH-TV (6) NBC; Weed; 60,581
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 29,000

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 529,974
► WBAL-TV (11) NBC; Petry; 523,366
WITH-TV (60) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 529,974
United Bcstg. Co. (18), 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-3/1/54

MASSACHUSETTS

Adams (Pittsfield)†—
WMGT (74) Walker; 2/18/53-1/25/54

Boston—
WBOS-TV (50), 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,131,598
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,131,598

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) DuM; 87,459

Lawrence†—
WGIM (72), 6/10/53-Unknown

New Bedford†—
WTEV (28), Walker; 7/11/53-Spring '54

Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 110,000
► WWLP (61) ABC, NBC; Hollingbery; 90,000

Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
► WWOR-TV (14) ABC, DuM; Raymer

MICHIGAN

Ann Arbor—
► WPAG-TV (20) Dum; Everett-McKinney; 16,400
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924

Bay City (Midland, Saginaw)—
WNEM-TV (5) Headley-Reed; 9/2/53-1/24/54 (granted STA Jan. 13)

Benton Harbor†—
WHFB-TV (42), 2/26/53-Unknown

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed

Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJKB-TV (2) CBS, DuM; Katz; 1,405,800
► WWJ-TV (4) NBC; Hollingbery; 1,140,826
► WXYZ-TV (7) ABC; Blair; 1,128,632

East Lansing†—
► WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 42,500

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 346,108

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 345,848

Lansing—
► WILS-TV (54) DuM; Taylor; 25,096
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 245,320

Muskegon†—
WTVM (35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 69,280
WSBM-TV (51), 10/29/53-Unknown

Traverse City†—
WPBN-TV (7), 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 74,013

Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/1/54
► WFTV (38) ABC, CBS, NBC, DuM; Young; 34,500

Hibbing†—
North Star Tv Co. (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 420,500
► WTCN-TV (11) ABC; Blair; 413,400

Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 65,000

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 420,500
WCOW-TV (17) 3/11/53-Unknown
► WMIN-TV (11) ABC; Taylor; 413,400

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown
Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,996
► WLBT (3) NBC; Hollingbery; 31,996
WSLI-TV (12) ABC; Weed; 7/22/53-Unknown
Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, DuM; Headley-Reed; 32,000

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia†—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343
Festus†—
► KACY (14) Raymer
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 90,223
Joplin†—
KSWM-TV (12), 12/23/53-Unknown
Kansas City—
► KCMO-TV (5) ABC; Katz; 365,480
► KCTY (25) ABC, CBS, DuM; Avery-Knodel; 51,363
► KMBC-TV (9) CBS; Free & Peters; 365,480
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 365,480
► WHB-TV (9) CBS; Blair; 365,480
Kirksville†—
KBIZ Inc. (3) 12/16/53-6/15/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 87,561
St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914
► KSTM-TV (36) ABC; H-R; 195,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-February '54
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 42,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 4,500
KRHT (8), 1/15/53-Unknown
Butte†—
► KOPR-TV (4) ABC, CBS; Hollingbery; 7,000
► KXLF-TV (6) CBS, NBC, DuM; Walker; 4,000
Great Falls†—
KFBB-TV (5) CBS; Weed; 1/15/53-Spring '54
KMON-TV (3) Hollingbery; 4/9/52-Unknown
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege†—
► KHOL-TV (13) CBS, DuM; Meeker; 13,369
Lincoln—
► KFOR-TV (10) ABC; Raymer; 71,348
► KOLN-TV (12) DuM; Weed; 71,348
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
WMUR-TV (9) Weed; 8/26/53-2/15/54
Mt. Washington†—
WMTW (8), 7/8/53-4/1/54

NEW JERSEY

Asbury Park†—
WRTV (58) 10/2/52-1/22/54 (granted STA Dec. 10)
Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 15,937
WOCN (52), 1/8/53-Unknown
Camden†—
South Jersey Bcstg. Co. (17) Initial Decision 12/23/53
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*
Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 39,000
► KOAT-TV (7) ABC; Hollingbery; 36,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 38,518
Clovis†—
KNEH (12), 3/4/53-Unknown
Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 16,219

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► WROW-TV (41) ABC; Bolling; 57,000
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12), ABC, CBS, NBC, DuM; Bolling; 193,064
*WQTV (*46), 8/14/52-Unknown*
Bloomington† (Lake Placid)—
Great Northern Tv Inc. (5), 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 362,017-(a)
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*
Elmira—
► WECT (18) NBC; Everett-McKinney; 21,861
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 24,253
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Jamestown†—
WJTN-TV (58), 1/23/53-Unknown
Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; March '54
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
Poughkeepsie†—
WEOK-TV (21), 11/26/52-January '54
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 205,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 205,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 301,750
WTRI (35) CBS; Headley-Reed; 6/11/53-2/15/54
Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 272,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 272,0000
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 132,000
Watertown†—
WWNY-TV (48) Weed; 12/23/52-Unknown

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 15,300
WLOS-TV (13), 12/9/53—Unknown
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC; Bolling
► WBTV (3) ABC, CBS, NBC, DuM; CBS Spot Sls.; 373,916
Durham†—
WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown
Durham Bcstg. Enterprises Inc. (11), Initial Decision 1/11/54
Goldsboro†—
WTVX (34), 9/30/53-Unknown
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 201,370
Greenville—
WNCT (9) CBS, DuM; Pearson
Mount Airy†—
WPAQ-TV (55), Thomas Clark; 3/11/53-Early '54
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 48,820
Wilmington†—
WMFD-TV (6), NBC; Weed; 7/30/53-2/15/54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 157,580
► WTOB-TV (26) ABC; DuM; H-R; 41,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 22,850
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 16,000
Valley City†—
KXJB-TV (4) Weed; 8/5/53-Early '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 45,007
Ashtabula†—
► WICA-TV (15) Gill-Perna

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NOW!

On The Air!

Low Band

VHF

CHANNEL 6

AUGUSTA, GA.

- A great new TV area
- Nearest TV station 70 miles distant
- Serving one of the South's largest markets
- 808,200 Population
- 207,700 Homes
- 27 Ga. & S. C. Counties

(FCC Coverage Contour)

Estimated TV Homes
Feb. 1, 1954: 43,000

NBC • ABC • DuMONT
Interconnected

WJBF TV

CHANNEL 6...

AUGUSTA, GEORGIA

Represented by Hollingbery

THE EYES
of
SOUTHWESTERNERS
are on
KROD - TV
channel 4
EL PASO, TEXAS

KROD-TV offers more and better programs, both nationally and locally, than any other TV station in the Southwest. Besides the top rated shows on CBS, DuMont and the ABC Networks—KROD-TV offers many outstanding local shows including:

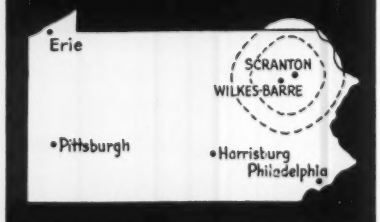
Allen Smith Entertains
Sports Slants
News Room
The Wayne Johnston Show
Red Browns Ranch
Adventures in Home Making
My Friend Bernie

YES . . . THEY SEE MORE . . .
YOU'LL SELL MORE . . .
on CHANNEL 4

KROD-TV's Tower is 1,585 above average terrain —the highest installation in Texas. Its transmitter operates on 56,300 watts on VHF 4. Let a BRANHAM MAN give you full details on KROD-TV availabilities and EL PASO—the IDEAL Test Market.
KROD-TV is affiliated with KROD (600-CBS-5000 watts) and the El Paso Times.

KROD-TV
CHANNEL 4 • EL PASO, TEXAS
RODERICK BROADCASTING CORP.
Dorrance D. Roderick
Chairman of Board
Val Lawrence, Pres. & Gen. Mgr. — Dick Watts, Gen. Sales Mgr.
THE BRANHAM CO. National Representative

COVERS PENNSYLVANIA'S
3rd LARGEST MARKET



SCRANTON • WILKES-BARRE

CHANNEL 16
WARM TV

SCRANTON, PA.
ABC TELEVISION NETWORK
Antenna: 1244 Ft. Above Average Terrain
333 Madison Ave., Scranton, Pa.
Hotel Sterling, Wilkes-Barre, Pa.

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
WCIN-TV (54), Forjoe; 5/14/53-October '54
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls.; 823,629
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
United Bcstg. Co. (19), 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 330,220

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 406,320
► WIFE (22) Headley-Reed; 36,952
► WLWD (2) NBC; WLW Sls.; 300,000

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 46,655

Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 276,229

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 105,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 105,000
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 21,425

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
Streets Electronics Inc. (5), 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) Everett-McKinney; 34,211

Miami†—
KMIV (58), 4/22/53-Unknown

Oklahoma City—
► KMPT (19) ABC, DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 82,174
► KWTV (9) CBS; Avery-Knodel; 244,759
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 244,759
*Oklahoma Educational Tv Authority (*13), 12/2/53-Unknown*

Tulsa—
KCEB (23) Bolling; 2/26/53-2/1/54
► KOTV (6) ABC, CBS, NBC; Petry; 200,000

OREGON

Eugene†—
KVAL-TV (13) Hollingbery; 5/14/53-3/1/54

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 138,876
► KPTV (27) NBC; NBC Spot Sls.; 149,156
KVAN-TV (21), 9/25/53-Unknown (Also Vancouver, Wash.)
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KPIC (24), 12/9/53-January '54 (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67), 7/16/53-Early '54
WQCY (39), 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 46,584

Chambersburg†—
► WCHA-TV (46) Forjoe; 13,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 57,415

Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35), 10/14/53-Unknown
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-3/1/54
► WHP-TV (55) CBS; Bolling; 85,750
► WTPA (71) NBC; Headley-Reed; 85,750

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 732,933

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 284,476
WWLA (21) Taylor; 5/7/53-Early '54

Lebanon†—
► WLBR-TV (15) 135,900

Lewiston†—
WMRF-TV (38), 4/2/53-Unknown

New Castle†—
► WKST-TV (45) DuM; Meeker; 85,802

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,741,272
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,724,329

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 803,330
► WENS (16) ABC, CBS; Petry; 154,239
► WKJF-TV (53) Weed; 160,000
*WQED (*13), 5/14/53-February '54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Early '54

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,633
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
WARM-TV (16) Hollingbery; 2/26/53-2/9/54
► WGBI-TV (22) CBS; Blair; 115,000
► WTVU (73) Bolling; 150,424

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 130,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 125,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Radio-Tv Representatives; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,080,413
WNET (16) ABC, DuM; Raymer; 4/8/53-March '54
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown

Anderson†—
► WAIM-TV (40) CBS; Burn-Smith; 43,000

Camden†—
WACA-TV (15), 6/3/53-January '54

Charleston†—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 44,800

Columbia—
► WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,482
► WIS-TV (10) NBC; Free & Peters; 63,075
► WNOK-TV (67) CBS, DuM; Raymer; 35,000

Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed
► WGVL (23) ABC, NBC, DuM; H-R; 40,863

Greenwood†—
WCRS-TV (21), 4/8/53-Unknown

Spartanburg†—
WORD-TV (7), 11/25/53-Unknown
WSCV (17) 7/30/53-January '54

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) NBC; Taylor; 47,189

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF Bcstg. Co. (12), Initial Decision 1/19/54

Jackson†—
WDXI-TV (9), 12/2/53-6/1/54

Johnson City†—
► WJHL-TV (11) Pearson; 42,178

Knoxville—
► WROL-TV (6) Avery-Knodel; 50,915
► WTSK (26) CBS, DuM; Pearson; 42,380

Memphis—
► WHBQ-TV (13) Blair; 249,121
► WMCT (5) ABC, CBS, NBC, DuM; Branham; 249,121

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 138,443

Old Hickory (Nashville)—
WLAC-TV (5), Katz; 8/5/53-March '54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,220

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 40,608
► KGNC-TV (4) NBC, DuM; Taylor; 41,714
KLYN-TV (7), 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Taylor; 55,018

Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53

Corpus Christi†—
Coastal Bend Tv Co. (22), 1/6/53-Unknown
H. L. Hunt (43), 12/9/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 316,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 316,000

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 35,585
► KTSM-TV (9) NBC; Hollingbery; 34,380

Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 301,400

Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 235,000

Harlingen†—
► KGBS-TV (4) CBS; Pearson; 27,700

Houston—
► KNUZ-TV (39) DuM; Forjoe; 54,000
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 281,500
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), Initial Decision 1/14/53

Longview†—
► KTVE (32) Forjoe; 16,100

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 37,923
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 40,893
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Taylor; 3/11/53-1954

Marshall†—
KMSL (16), 6/25/53-Unknown

Midland—
► KMID-TV (2) NBC; Taylor; 15,000

San Angelo†—
► KTXL-TV (8) CBS; Taylor; 16,933

San Antonio—
KALA (35), 3/26/53-Unknown
► KEYL (5), ABC, CBS, DuM; Katz; 176,070
► WOAI-TV (4) NBC; Petry; 176,701

Sherman†—
KSHM (46), 3/4/53-Unknown

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 65,543

Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Taylor; 65,000

Tyler†—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 8,000

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC; Pearson; 30,000

Weslaco†—
KRGV-TV (5) NBC; Raymer; 7/16/53-2/1/54

Wichita Falls†—
► KFDX-TV (3) ABC, NBC; Taylor; 44,000
► KWFT-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown

Salt Lake City—
► KDYL-TV (4) NBC; Blair; 152,600
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 156,200
KUTV (2) ABC; Hollingbery; 3/26/53-2/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

VIRGINIA

Charlottesville†—
WCHV-TV (64) Walker; 1/29/53-Winter '54

Danville†—
WBTM-TV (24) Hollingbery; 12/18/52-2/8/54 (granted STA Jan. 7)

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 71,239

Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 66,842

Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 97,218

Marion†—
WMEV-TV (50) Donald Cooke; 4/2/53-Unknown

Newport News—
► WACH (33) Avery-Knodel

Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 207,600
► WTOV-TV (27) ABC, DuM; Forjoe; 79,100
► WVEC-TV (15) See Hampton

Richmond—
WOTV (29), 12/2/53-Unknown
► WTVR (6) ABC, CBS, NBC, DuM; Blair; 186,527

Roanoke—
► WSLS-TV (10) NBC; Avery-Knodel; 113,356

WASHINGTON

Bellingham†—
► KVOS-TV (12) Forjoe; 33,301

Seattle—
► KING-TV (5) ABC; Blair; 326,000
► KOMO-TV (4) NBC; Hollingbery; 316,100
*KUOW-TV (*9), 12/23/53-September '54*

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 50,823
► KXLY-TV (4) CBS, DuM; Walker; 46,678

Tacoma—
► KMO-TV (13) NBC; Branham; 316,100
► KTNT-TV (11) CBS, DuM; Weed; 326,000

Vancouver†—
KVAN-TV (21), 9/25/53-Unknown (Also Portland, Ore.)

Yakima—
► KIMA-TV (27) CBS; Weed; 14,733

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown

Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 22,500

Fairmont†—
WJPB-TV (35), Gill-Perna; 7/1/53-2/15/54

Huntington—
► WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 260,682

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 15,100

Wheeling—
WLTV (51), 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 54,230

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253

La Crosse†—
WKBT (8) Raymer; 10/28/53-Unknown
La Crosse Tv Corp. (38), 12/16/53-Unknown

Madison—
*WHA-TV (*21), 10/7/53-Unknown*
► WKOW-TV (27) CBS; Headley-Reed; 33,000
► WMTV (33) ABC, DuM; Meeker; 32,000

Marinette†—
WMGB-TV (11), 11/18/53-Unknown

Milwaukee—
► WCAN-TV (25) CBS; Taylor; 232,000
► WOKY-TV (19) ABC, DuM; H-R; 194,880
► WTMJ-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 628,575

Neenah†—
WNAM-TV (42), George Clark; 12/23/52-1/27/54 (granted STA Jan. 13)

Oshkosh—
► WOSH-TV (48) Headley-Reed; 15,114

Superior†—
WDSM-TV (6) Free & Peters; 10/14/53-3/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown

Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-1/31/54

ALASKA

Anchorage†—
► KFIA (2) CBS, NBC; Weed
► KTVA (11) NBC, DuM; Feltis

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► KGMB-TV (9) ABC, CBS; Free & Peters; 41,000
► KONA (11) NBC, DuM; NBC Spot Sls.; 40,420
KULA-TV (4) Headley-Reed; 5/14/53-March '54

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-February '54
WKAQ-TV (2) Inter-American; 7/24/52-February '54

CANADA

London†—
► CFPL-TV (10)

Montreal—
► CBFT (2) 86,800
► CBMT (6)

Ottawa—
► CBOT (4) 10,100

Sudbury†—
► CKSO (5), 1,900

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
► XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200

Tijuana† (San Diego)—
► XETV (6) Weed; 213,175

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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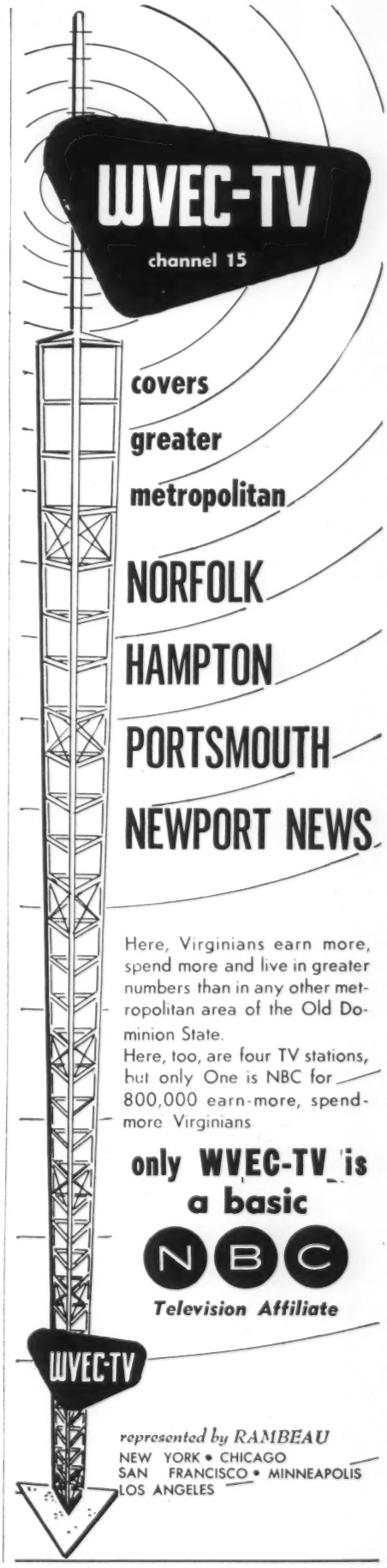

Boom Without Bust

ALTHOUGH almost all parts of the U. S. economy profited from it, the boom year of 1953 was especially gratifying to radio. For radio entered 1953 under severe handicaps.

That was the year of tremendous television growth, a year that should have brought hard times to radio if the gloomy forecasts had been accurate.

How much these forecasts erred can be seen in the net time sales estimates presented in this issue. Total volume came within a hair of the half-billion-dollar mark. It was $25 million ahead of 1952 and $81.7 million ahead of total volume in 1948—which was the last year before tv competition became significant.

To be sure, the impressive rise in total time sales in 1953 did not mean that all elements of the radio business were booming. As they have every year since 1948, national network time sales fell below the level of the preceding year. The network situation remains acute. It will continue to present both networks and their affiliates with difficult problems.

In the other principal areas of radio business, however, 1953 provided nothing but bullish trends. The 16.9% rise in spot volume and the 5.3% growth of local advertising reflect two healthy developments: (1) a realization by advertisers of the essential values of radio, and (2) a generally intensified selling effort by broadcasters.

Happily, there is nothing to indicate that either of these developments will be retarded in the year now begun. Certainly sales efforts will be invigorated. The Station Representatives Assn.'s Crusade for Spot Radio, for example, will be tripled in intensity [B•T, Jan. 18]. The activities of Broadcast Advertising Bureau should go forward, now that a rather painful internal disturbance has been settled. Individual selling efforts by broadcasters are sure to be expanded and improved.

All of these should result in increasing awareness among advertisers that radio is still unique for its coverage and cost.

As our lead story in this issue points out, the general economic outlook for 1954 is that of a tightening market but one that will continue to be big and rich. It is that sort of market which should provide radio with its best opportunities.

We're willing to bet now that the radio time sales record of 1954 will exceed that of the boom year of 1953.

Nonsense in Nashville

THE decision by the two Nashville daily newspapers to begin charging for insertion of radio and television logs represents a retrogression to an archaic practice which we had thought was becoming extinct in the daily press.

The progressive newspapers of the country count the publication of radio and tv logs as a necessary service to their readers. The value of such logs as an editorial feature is well understood by enlightened newspapers. Take, as an example, the New York *Herald-Tribune*.

When it published an adless skeleton edition during the recent strike which closed all other New York papers, the *Herald-Tribune* included in its meager news presentation the full listing of radio-tv programs it normally carries.

In arguing, as do the *Nashville Banner* and *The Nashville Tennessean*, that radio and television broadcasters operate "highly remunerative" businesses and should accept the payment for log listings as their "public duty," the papers in effect betray their own ignorance of their readers' interests.

In adding, as does the *Tennessean*, that "broadcasters in other metropolitan areas have cooperated in sharing these costs, on a similar basis, with their local newspapers," the paper betrays incredible provincialism.

As the Nashville broadcasters have pointed out, a quick survey of 14 important cities in the South and Southwest shows that no newspaper in any of them charges for logs.

Quite aside from their seeming lack of familiarity with reader interest and with the facts of contemporary publishing life, the joint action of the two papers constitutes a conspiracy which, if not illegal, is certainly founded on questionable ethics.

The broadcasters and telecasters of the Nashville area deserve all the support their colleagues elsewhere can provide in their fight to restore Nashville journalism to the standards of 1954.

Drawn for BROADCASTING • TELECASTING by Stanley Stamaty

"We've reached the ultimate in kid shows. After outer space—what's left?"

A Threat To Be Ignored

TWO Senators, Edwin C. Johnson (D-Colo.) and George A. Smathers (D-Fla.), have urged investigation of the FCC's proposed rule to allow common ownership of a limit of seven tv stations, providing no more than five of them are vhf.

The Senators argue that monopolies would take over tv, with attendant restriction on the variety of viewpoints presented on the air. It is their belief that such monopolies may be avoided by imposing strict limitations, perhaps more strict than those now existing, on the number of properties a single entity may own.

Neither their predictions nor their proposals are realistic.

The basic flaw in their reasoning—which, unhappily, is not exclusively theirs—is that the imposition of an arbitrary numerical limit on station ownership will either prevent or encourage monopolies in the distribution of information and ideas. Monopoly in this field depends not so much upon how many stations are owned as upon what kind of stations and where they are located. In our view, the question of multiple ownership cannot be sensibly decided upon any basis but individual consideration.

The FCC's proposal to raise the limits of tv ownership to seven stations including a maximum of five vhf is fundamentally at odds with the theory of settling multiple ownership questions individually, but it at least has the merit of promising needed bolstering to uhf. If the rule were adopted, a number of important telecasting operators would get into uhf, with inevitable benefits to that service.

It is to be hoped that the threat of Congressional inquiry will not cause the FCC to back-track from its current proposal or from what must eventually become a complete revision of multiple ownership rules to introduce realism into regulation in that field.

Commercial, Educational Tv

IT MUST come as a shock to those who believe commercial television offers nothing but pap to learn that a District of Columbia Board of Education committee has approved the installation of tv sets as standard school equipment.

In Washington, D. C., there are four tv stations on the air. All of them are commercial. The single uhf facility that has been reserved for non-commercial, educational telecasting is still unoccupied. What on earth is the Board of Education thinking of to put tv sets in schools when nothing but commercial station programming is available?

The answer is that quite a few tv sets have already been placed in District schools by non-government sources, and the teachers like them. They think there are programs on commercial tv which children ought to see. They think tv—commercial tv, mind you—is educational enough to warrant an investment in sets by the District government.

The Board of Education committee has approved the purchase of one set for each school with eight classes or less, two sets for each with nine to 16 classes and three sets for each with 17 or more. It probably will be a long time, if ever, before funds can be found to finance an educational station. Meanwhile, all those sets will be providing education by television in large measures and from, of all things, commercial tv.

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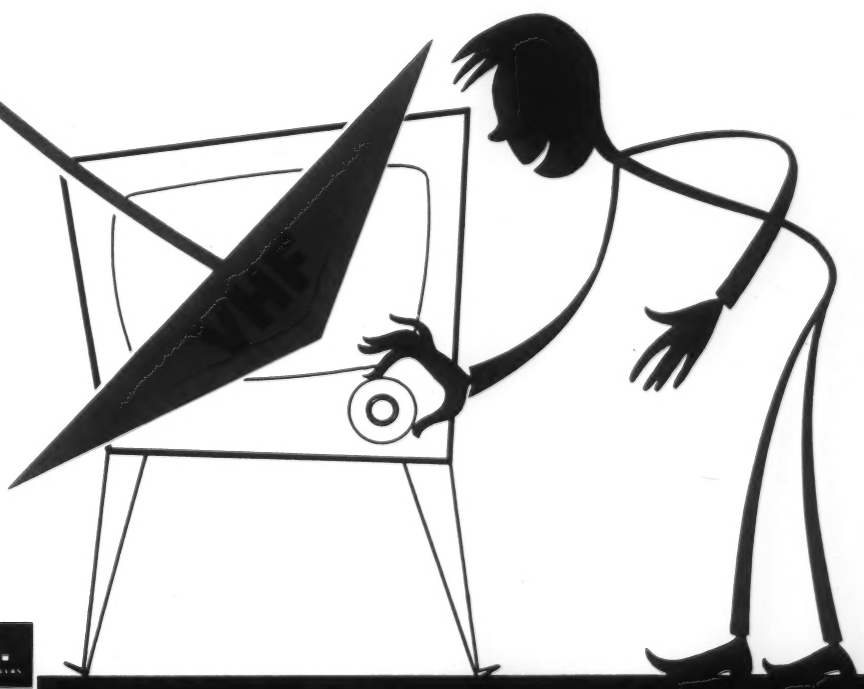
KFMB-TV *Channel* **8** SAN DIEGO



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